



**Making a
MAGAZINE—**

A general view of the editorial offices of the McGraw-Hill Publishing Company, 10th Avenue & 36th Street, New York, home of ELECTRICAL MERCHANDISING. The expanse of empty desks is accounted for by the editors all being out in the field interviewing dealers and central station men.

L. E. MOFFATT
Editor

O. H. CALDWELL
Contributing Editor

EARL WHITEHORNE
Contributing Editor

S. J. RYAN
Merchandising Counsellor

LAURENCE WRAY
Assistant Editor

FLORENCE R. CLAUSS
Home Appliance Editor

HARRY PHILLIPS
Art Director

CLOTILDE GRUNSKY
Pacific Coast Editor
San Francisco

M. E. HERRING
Publishing Director

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Member A.B.P. Member A.B.C.

they may be round...
 they may be green...
 they may be good looking
But
 THEY'RE NOT
 THORS!

WE'VE just finished taking a look through one of the leading electrical trade papers. *Round* washers everywhere! *Green* washers everywhere! Some good looking. Some *not so* good looking. But round to the right of us—green to the left of us—*round* and *green* washers everywhere.

As we turned the pages of this paper—we couldn't help thinking of the countless men of the stage who have lived their lives trying to imitate Jolson. Yet the public—the final court of appeal—still pays its homage at the box office to the *original* Jolson.

And we couldn't help thinking about how the country is swarming with would-be Amos 'n' Andy teams. Imitators of the original—not getting across because the public *always* recognizes the creative genius that produces the new thing—on the stage or off.

It's been exactly the same all through history. Let a man turn out a song, a play, a motor car or a washing machine that hits the bullseye of public approval—and the army of imitators goes into action.

Well, we can see much good for Thor dealers coming out of the fact that most washer manufacturers are now building imitations of the Thor Agitator.



If we were a Thor dealer we'd probably say to our customers, "It must be a knockout, because it's the most imitated washer ever designed."

And we'd say, "Yes, there are other green porcelain tubs, but Thor is the only maker who has gone through two years of constant experimentation to make porcelain enamel almost stone-hard to resist cracking."

And, although we've never bought many diamonds at Tiffany's, we think we'd say about what we imagine the Tiffany salesman says to women who speak of imitators, "Why certainly, madam, there are imitators, but there is only one Tiffany."

And that's our story in a nutshell. *There is only one Thor!* They can make them *round*, *green* and *good looking*—they *can't put the name Thor on the front*—nor the manufacturing genius into the product that the name *Thor* signifies to millions.

When Jolson, Amos 'n' Andy and Tiffany retire in favor of a successful imitator—Thor will join them.

In the meantime—Thor will continue to develop products that are worthy of widespread imitation.

HURLEY MACHINE COMPANY
 22nd Street and 54th Avenue
 CHICAGO · ILLINOIS

APRIL, 1930

Electrical Merchandising

L. E. MOFFATT,
Editor

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MONEY in the Air

THE scene is a committee meeting of electrical men. The place is a hotel dining room. The air is blue with smoke. Somebody gets up and opens a window. The speaker is interrupted because the window sticks, and a half dozen men shift their places to avoid the icy draft. After the room is thoroughly chilled, the operation is repeated. Again the course of the speaker and the meeting is disturbed, and everybody has been made thoroughly uncomfortable.



A COMMON experience and an object lesson in the persistently ignored opportunities in ventilation sales for central station, dealer and distributor. The vast market for ventilation equipment has been patiently waiting for electrical merchandisers to get around to seeing the obvious. Certainly the immediate market in ventilating public meeting rooms will support a specialist on ventilation in every electrical selling organization. But this is only the first bite at a profitable job. There is a larger market waiting in homes, apartment houses and offices. Kitchens are smaller than they used to be, but cooking generates as much heat and as many odors as ever. The kitchen ventilator sells for a moderate price, is easily installed, and gives as much comfort and satisfaction per dollar of investment as anything else we have to sell.



EVERY office is a prospect. Men are liberal in buying office equipment and have spent much money for plate glass window shields which do little in the way of ventilation but deposit dust impartially over everything in the room.



THE public is ready to buy the comfort of well ventilated rooms—more ready to buy, in fact, than the trade is to sell them. Electrical men who regularly endure the discomfort of unventilated meeting rooms without protest must first realize for themselves the economy, healthfulness and satisfaction in fresh air—then they will get the big idea that here, in ventilation, is an opportunity for sales, profits and good will.

L. E. MOFFATT
EDITOR

Mr. MURPHY'S

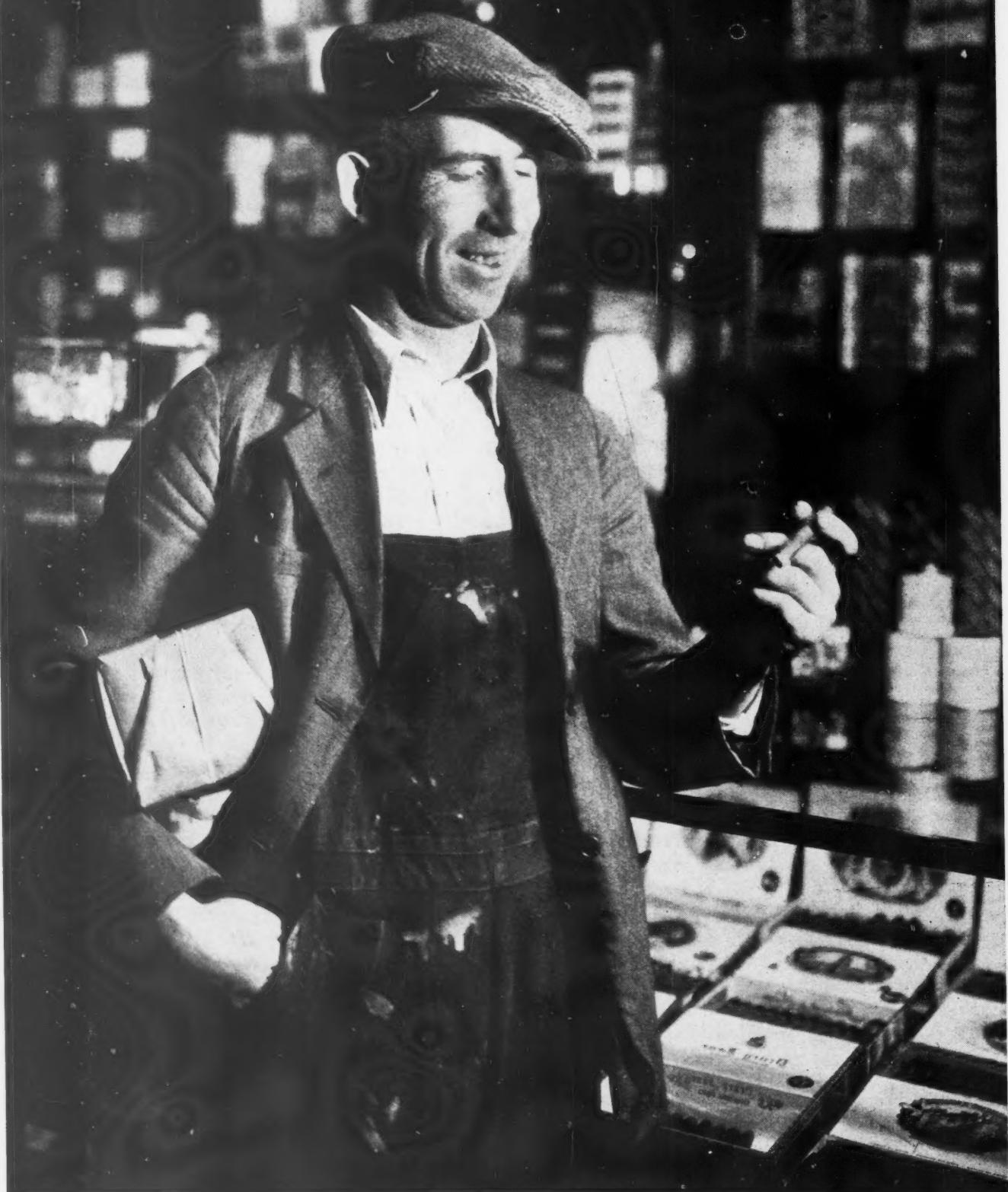


Photo by LAZARNICK

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Electrical Merchandising, April, 1930

Got a J O B

IF, to the number of the present unemployed, we should add the number of men, with sales jobs, who are sitting with their feet on a desk engaged only in discussing the evils of unemployment, the total would appall the most hardened statistician. For there is too much talk about unemployment and its effect on business. Too much mental speculation on how much better everything would be if they weren't quite so bad. Too much of the abstract thinking that interferes with hard work.

To the sales manager with a quota it is of little importance whether one million or two million men are out of work. It is important that many more millions are, as usual, receiving a weekly pay envelope and also, as usual, spending it. This is his problem and his solution: that business is available and concentrated planning and thorough follow through will get it.

E. E. Calkins, one of the country's shrewdest observers of the business procession, recently delivered himself of this one: "When we speak of the prosperity of this country too much emphasis is placed upon big business—lumbering, railroads, steel, banking. They do not make prosperity. They merely reflect it. They prosper when the country prospers. And the country prospers by the daily round of small expenditures of millions of families, the grist of groceries, toilet articles, dry goods and clothing they buy. As long as that keeps up everything is normal." It is keeping up. Common observation and common sense tell us it is. People are still eating and wearing clothes and washing them and cleaning their homes and lighting them. The regular round of comfortable living is going on—in fact with all but a narrow margin of families it has not been interrupted or even affected.

MR. MURPHY'S got a job. So has Mr. Schmidt and Mr. Jones and Mr. Kovizcs, and sales totals are piled up, business kept at high levels only through the work done by the individual salesman on the Murphys and Jones and Schmidts. In our field business is the sum of these direct contacts. The technique of store selling is effective in only a limited measure. For in spite of growing public acceptance for electrical appliances, in spite of a continuing evolution of our merchandise toward the class of staples, the highest percentage of all electrical home equipment must be sold by energetic canvassing, follow up, door bell and telephone ringing, campaigns, contests and cold turkey.

Appliance business is on the up and up. After a not too

and his family are buying appliances from the salesman who keeps his feet on the pavement.



promising January there has been marked improvement. March totals for refrigeration will be well above a year ago and on washers and cleaners at least up to 1929 totals. Ironers continue to show steady gains, this appliance becoming in accelerating measure a major volume builder.

Man power is available in large numbers. This does not mean that hiring salesmen should be indiscriminate and that men can be put to work selling appliances regardless of their qualifications. It does mean that more good men can be picked from the many volunteers.

It all comes back to work. Not the men who are out of work but the men who are out *at* work. If selling comes a little harder the only remedy is more hours and harder selling.

Mr. Murphy has a job. Every salesman knows not one but many Mr. Murphys. If he, the salesman, concentrates on the Mr. Murphys and their families that he knows, and if he goes after them persistently and consistently, he will find his sales assume boom year proportions. He and his boss will forget all about unemployment. They should worry.

For the Sales



*Experience stuff
to help plan the
spring sales drive
on washers and
cleaners*

MORE HOME DEMONSTRATIONS

THE spring sales offensive on washers and cleaners will not be marked by anything new in the way of selling. It will pursue seasoned methods. It *will* be marked, however, by an increased degree of effort and intensity. More hours and harder selling will be the watch word on every firing line.

Increased advertising, bigger and better sales contests, more impressive store window displays, and in some localities, general easing up of time payment schedules, will be the principal tendencies.

That, in a nutshell, summarizes industry opinion on the prospects for increased washer and cleaner sales during the spring and summer months. That effort will produce results at any time is shown by the fact that \$750,000 worth of vacuum cleaners were sold in New York City last autumn right in the teeth of the stock market crash.

This spring the men who did this job are not taking an "all is lost save honor" attitude.

In an endeavor to find out and summarize successful practices, *Electrical Merchandising* has asked manufacturers, department store executives, central station merchandise men, and distributors to list the most successful methods they have employed to move quantities of both washers and cleaners. We asked them especially to consider these methods in the light of the fact that the buying public are exercising a little more than the usual caution in their purchasing.

It is generally conceded that the three methods which will do more to stimulate sales during this particular sea-

son are increased man power, campaigns, and sales contests. Next in the order of importance, judging from these opinions, are: lower down payments, more effective store and window displays, special trade-in offers, evening selling and a tightening-up on collections.

Man Power

More men mean more calls. And more calls more



BETTER STORE DEMONSTRATIONS

Manager

demonstrations and sales. Four cleaner demonstrations on the average are made to one sale. Two washer demonstrations to a sale is also a fair average.

Walter S. McClure, New York Edison Co., has a weekly record of calls—interviews and sales as follows:

Calls made 18 to 75 per man. Interviews 7 to 30 per man. Sales 1 to 5 per man.

Men are easier to get today than a year ago. Dull working conditions make for more man power available for bigger crews.

Campaigns Create Interest

The campaign is one of the greatest known means of stimulating sales over a period and calling the attention of the public to the merchandise we have to sell. There are some pros and cons on the campaign method; it is urged, for instance, that a short campaign with all sales activity concentrated in a 30-day period does not bring the same results as consistent effort over a longer period; prospects are started but after the close of the campaign are not followed up—these are some of the principal objections.

But experience in the sale of electrical specialties has time and again proved that the campaign attracts the attention of the public—they are interested in a special selling activity just as they are in a big sale by a department store; and when there is the attraction of a special offer or more convenient terms, the public are put in a better frame of mind to buy.

The campaign has as equally stimulating an effect on a sales force. Coupled with a sales contest, a campaign puts life and enthusiasm into the salesmen of a far different order from the general routine of sales procedure.

Advertising

Every banana peddler knows that he cannot sell his stock by tip toeing up to back doors and saying, "Shhh—bananas?" he has to make the alley ring with his vocal advertising. Letting people know what you are doing is a basic necessity in any campaign.

Advertising is producing results right now, says E. A. Holmberg, of the Brooklyn Edison Company, who points

to a falling off in February on sales made by outside men from one-half to one-third. At the same time over-the-counter sales were stimulated by advertising with the result that the total was 28 per cent ahead of February, 1929.

More advertising, crisply presenting the new improvements or personal advantages of the cleaner offered, will reach the woman on her way to work, in the street car, and prepare her mind for the coming of the canvasser, or stimulate her to direct action. Drake V. Smith of the United Electric Light & Power Company, New York City, advocates posters on all trucks as a means of obtaining a volume of circulation at little cost. Passersby see the proposition and respond to it, he says.

Roy A. Bradt, vice-president of the Maytag Company, says advertising is of prime importance.

"Our advertising" he said, "is heavier in the spring months and in the fall, as it is of greatest value then, and reader acceptance is greater."

This opinion is echoed by W. Scott Long, vice-president and general sales manager of the One Minute Manufacturing Co.

"In the months of April, May, and June increased newspaper advertising featuring the trade-in sale can be worked very effectively to secure increased business for the dealer.

"There is no question but that this year can be made one of the greatest years from the stand-point of the electric washer business for the dealer. However, it will require aggressive and intensive selling effort, and advertising must have an unusual appeal."

R. W. Gorham, general sales manager of Altorfer Bros. Company, said that the spring housecleaning feature should be stressed in all advertising copy during April, May and June.

"Advertising, too, plays a most important part in the spring campaign plans of the Apex Distributing Company," according to R. J. Strittmatter, vice-president, "the key feature of which is to be a featured radio broadcast."

Advertising has an important place, too, in the central station and department store picture. The prevailing opinion among central station men is that special inducements: lower down payments, and reductions in price should be stressed in the advertising to the consumer. Special sales should be given prominence, too. All this in addition to the regular advertising of the power company along educational lines designed to promote wider use of appliances in the home. The department stores follow much the same reasoning in their advertising schedule for the spring.

Sales Contests

Sales contests are undoubtedly one of the outstanding means of stimulating business. Manufacturers, central



PROMOTE IRONER BUSINESS

For the Sales Manager

stations, and distributors employ the sales contest as a regular means to drive their men to the necessary pitch of enthusiasm which will keep them for the sheer love of competition out getting business.

There have been pros and cons on the sales contest subject before this. We are all familiar with the types of argument used, but to those sales-managers who have achieved the reputation for making difficult quotas, the sales contest is an invaluable aid.

Primarily salesmen need the right sort of set-up to keep their interest aroused. One manager who has a few world's records to his credit, sums up a winning merchandise policy as follows:

1. Merchandise for 1930 must be different, have distinct demonstrating possibilities.

2. It must be made interesting to sell. Salesmen lose interest in commonplace merchandise without a new story.

3. It must appear to be an advantageous offer to the customer—to appear as a time limited bargain which he must snap up. Furthermore to appear as a necessity.

After training, before the campaign opens, the whole objective should be explained to inside and outside sales force alike, and each member made to realize just what his part is in the campaign. A dinner, at which the total quota is broken up into individual salesmen's quotas, the advertising support described, prizes announced, and demonstrations reviewed and perfected, is an ideal setting for this.

The spirit of contest is a primary human instinct. Even the New York Edison Company, whose policy does not permit prizes, groups men in squads of eight, under a supervisor, and all sales are checked and published daily, so that each man has full knowledge of his standing and that of everyone else.

Each group has its name—the Darktown Strutters cover Harlem, the Silk Hats another section, the Bright Lights still another. Each squad is named for the key man in the group. Men are encouraged to help one another. Timid salesmen are paired with aggressive men. Those who talk too much are paced correctly.

The Eureka Company conducts a contest in January and February, and local managers are planning offers for the spring months. The last prizes were:

For 12 sales, any model, prize, one Eureka Junior, worth \$19.50 cash.

For 15 sales, any model, prize, one Eureka Special, worth \$45.50 cash.

For 20 sales, any model, prize, one Eureka Standard worth \$64.50 cash.

The salesman is free to sell the cleaner he wins, and



pocket the money as his own received.

"I am a great believer in contests," says Walter S. McClure of the New York Edison Company, "and why not—why do eleven men on a college team deny themselves pie and cigarettes and work like demons—what makes a basketball tournament steam up rivalry—what do you suppose brought 120,000 human beings into Soldiers' Field to watch Dempsey and Tunney fight? Surely the business game, which puts food and drink into a man's stomach, and clothes on his back, gives him pocket money for pleasures and to save for old age—surely men can whip themselves into greater enthusiasm and effort for something real and vital in their lives, can they not?"

Prizes and Bonuses

Some letters from salesmanagers

MORE CALLS MORE SALES

contain the following quotations: "The only recipe for campaigning at this particular time, considering the conditions in the country as a whole, is to place a real honest commission before the men with cash prizes for those hitting a certain number of machines."

"Bonuses for the selling organization above their normal volume; and competitive prizes for the sales organization."

"Our sales organization is presented all through the year with sales contests and campaigns of different kinds. These contests are chiefly handled by divisions where the interest is much greater, being confined to a smaller area. In the sales organization prizes in contests are based on sales points."

"There should be suitable prizes for the salesmen, and in my opinion every salesman should have a definite quota."

It is easily demonstrable that those selling organizations in other appliance fields which have been most conspicuously successful employ the sales contest and the bonus plan to a great extent. There is something



SALES CONTESTS

Electrical Merchandising, April, 1930

For the Sales Manager

certainly, in the psychology of the salesman and saleswoman which responds quickly to the stimulus of competition. Bonuses, the general opinion runs, should be paid in cash rather than prizes. National selling organizations employ the sales contest, whether it be the horse race, auto race, mountain climb, or similar well known forms, with extraordinary success. It is a selling method that can be employed even by the dealer with four or five salesmen. . . .

Store and Home Demonstrations

A sale is made or lost with the demonstration. And yet, in many organizations, the important matter of training salesmen to make a good demonstration is overlooked. The store demonstration will differ in many important aspects from the home demonstration, and yet is often quite as important.

Many manufacturers have carefully worked out step by step demonstrations both for store and for home. These should be more largely and more carefully followed than in the general practice.

The salesmanager himself should learn the prepared



EVENING SELLING

demonstration, or carefully work out one of his own. Every salesman in the organization should be carefully drilled into a mastery of proper demonstration methods. A man selling a washer should know how to wash, and should be able to demonstrate not only every step of the washing operation, but be able to show completely, and yet clearly and simply, why his particular washer is better than his competitors.

This is no less true of cleaners. A trick demonstration on a second rate product in which the salesmen are thoroughly schooled, will sometimes sell more cleaners than a product of great excellence handled by salesmen

who are left to make up their own story. Good demonstrations are vital,—nothing should be left to chance.

No Fear of Saturation

"The trade has been misled regarding the degree of saturation of vacuum cleaners," says Frank B. Rae, of Cleveland. "The total number of machines made in 1927 was hardly enough to supply replacements if you give cleaners an average life of seven years. It is not likely that there will be made and sold as many cleaners in 1930 as were made and sold in 1923."

Every Washer Owner an Ironer Prospect

The ironing machine is coming into its own. An essential part of the home laundry, the ironing machine and the ironing attachment for wringer washers are not only profitable "plus" sales at the time a washer is sold, but if washer owners are persistently followed up and informed of the merits of the ironer, they are a continual source of additional sales, commissions and profits.

Use the User

Everybody in this business concedes that using the user will sell goods. The trouble is that most salesmen and salesmanagers as



CREATE ENERGY

For the Sales Manager

well, let it go at that. If we are going to use the user to obtain prospects and additional sales, a persistent, planned follow up is essential. One manufacturer has developed a thorough follow up on the user in a system that requires at least four calls. One in which the salesman calls to obtain information for the guarantee certificate, a second when he delivers the certificate, a third when he calls and delivers a valuable hand book on washing methods, and a fourth when he calls to look over the machine to be sure it is running right.

At all of these interviews the salesman has a priceless opportunity to obtain the names of his customers' friends who would be interested in a washer.

The old system of paying for leads from users worked for many years. The public however got on to this and in some communities worked it back at salesman and dealer until it was hard to sell a washer without a five dollar payment to somebody.

If salesmen will realize that a good product makes friends and that people are naturally friendly toward the salesman from whom they bought a product and the concern for which he works, they will make a practice of regularly calling on customers and developing leads.



LEADS FROM SATISFIED CUSTOMERS

Power companies can enjoy a preferred reception for their canvassers if they use lists compiled from credit-clear customer bills.

Take the stubs of these bills, on which customer names appear, and have the salesmen call two or three days after each bill has been mailed. He steps up on the porch, holding a stub in his hand, rings, and asks: "Mrs. So-and-so, I'm from the Brooklyn Edison Company—did you get this month's bill?" All the time he looks down at the stub, and naturally the woman's eyes follow him and she sees her name. Knowing she is paid up, she is not alarmed. The prospect feels that the call is personal and important. "May I come in?" is the next inquiry. "Mrs. So-and-so, you know it is our business to look after the interests of our good customers. The company has sent me over in regard to a matter which it feels you should know about. A manufacturer has come to us with a lot of cleaners (the test was made on toasters) which we think offers something unusual to our customers. Your name is on the preferred list. May we give you a demonstration on this article, and get your

opinion? Perhaps you would like to try it yourself."

Window Demonstrations

Window demonstrations and displays at fairs and food shows are always productive. In springtime, when mass thought is in harmony with the idea of cleaning, they are especially effective. At the Cleveland Food Show the Geier Company obtained these results:

931 prospects; 266 appointments for demonstrations; 20 sales.

As a rule, the window demonstrator obtains about three appointments per day for a demonstration, and sells one machine a day.

Trade-ins

The time has come when trade-ins must be considered. This point is used as a closing argument by the Eureka Company. Women know that if they rented a vacuum cleaner, they would have to pay from \$2 to \$7 a month. The least they would pay would be \$2. "We'll just split that in half—make it \$1," says the salesmen. "Then we'll allow you \$5 (or more) on your old model. For a dollar down, you'll



USE A TELEPHONE CANVASS

For the Sales Manager

have a new cleaner on the job, with all the latest features, cheaper than you can rent it."

Using All the Users

As a conversation opener after the door is opened E. S. Goodliffe, Manager of the Eureka New York division, has found that the question "Is your vacuum cleaner working?" gets a high percentage of interested reactions from the housewife. In Metropolitan centers there are a large number of vacuum cleaners in use, our old friend saturation again. If the housewife answers briefly "yes" and closes the door, that's that and all the salesman can do is to try another door bell. Every salesman knows the family cleaner gets a lot of hard use and very little attention. Most families are worse than lax in keeping cleaners in good condition. Bags are often or usually full of dirt, cords become frayed, plug caps break, a hundred and one little things due to neglect and constant use develop. The owner knows something is wrong although she does not know just what and feels that the salesman can give her help when he asks about its condition. The salesman therefore gets a chance to get in



BEAR DOWN ON DELINQUENTS

the home, look over the cleaner, maybe it's a trade-in proposition, and if he handles the situation as he should

he gets a lead, if not a sale, before he leaves. If her answer at the door is that she hasn't a cleaner, well, then, of course, the salesman knows exactly what to do to sell her one.

Telephone Canvass

In more than one salesmanager's opinion, selling by telephone and using the telephone daily as a means of building a live list of prospects, is becoming of greater importance all the time.

It has been found of such use in giving the salesman a line of prospective purchasers that a number of manufacturers report that they have brought out for the help of their dealers, a scientifically worked out telephone canvass. The probable questions that the prospect will ask, objections that she will raise are all set down and an arrow points to the answer right under the salesman's finger.

Collections

The natural corollary to good campaigning is a tightening up on the credit and collection end of the business. Judging from the reactions of distributors and dealers, the smaller merchant cannot be too careful in first establishing the financial soundness of his prospects and then following up after the sale with a systematic and careful installment collection.

Selling goods, after all, and establishing volume is only half the problem of running a specialty selling operation. Making a profit on the transaction should be uppermost in the mind of the merchant. The net profit on the sale of the washers and cleaners is contained in the last two payments.



TRY NEW APPROACHES

Instruction in the use of modern electrical household equipment is now included in the regular course of study in home economics schools and in the short courses given by these schools for women of the industry.



By
Florence R. Clauss

Home Service- *A Major*

THAT Home Service is now a major central station activity is attested to by the extremely enthusiastic response to the First National Home Service Conference held in Chicago, March 6, 7 and 8. The anticipated attendance was about 60; the actual registration, 239. This national conference was arranged by the Home Service Subcommittee of the Women's Committee, National Electric Light Association. Ada Bessie Swann, Home Economics Director of the Public Service Electric & Gas Company, Newark, N. J., is Chairman of this important young N.E.L.A. Subcommittee.

Certainly, the central station Home Service Department is no longer an experiment; it has grown from an idea—from a dream of a small group of pioneers—into one of the important central station functions. So well are central station executives sold on this type of customer contact work that 350 central stations are now equipped with home service departments, and this number is rapidly increasing.

In attendance at the Chicago Conference were home service directors from every State, as well as home economics instructors from many universities. Representatives attended, too, from leading national household magazines, from electrical manufacturers and large food products companies. All these women were assembled to discuss methods, ways and means of building the best customer education programs it is possible to create. They are all working together in one gigantic educational

*Unselfishly and generously,
Service Department serves the
ing appliance customers of*

program to give the housewives, purchasing agents for the country's twenty-eight million homes, the most complete advice and guidance in the purchase and use of household products that it is possible to give.

As one speaker, a representative of one of the large food products companies pointed out, the educational department is a form of merchandise insurance to manufacturer and customer alike,—a protection for both. The customer gets a product of excellent quality or design and the manufacturer the assurance that his product will be correctly and efficiently used. Each manufacturer is dependent upon the product of the other to insure perfect results in the use of his particular product. For instance, a company marketing flour or other food commodities depends, to a very great extent upon the equipment used in the preparation of its product for the table. The best range in the world will not give satisfactory results if an

inferior food product is used or if a good recipe is not employed or followed. On the other hand, the finest food product can be ruined by the use of poor cooking equipment.

It is to the interest of the customer to have the various agencies that advise her in her business of housekeeping work together along a consistent, definite plan. Educational institutions, realizing the value of the educational work now being done by various commercial agencies, are doing their part in this great educational task and in many of the universities of the country, special courses are being added to equip women students upon graduation, to go into central station home service work. Short courses on electrical housekeeping equipment are put on by universities in all parts of the country, in conjunction with the Women's Committee of the National Electric Light Association. Eloise Davison, formerly head of the Home Economics Department of Iowa State College, is Home Economics Advisor for the National Electric Light Association. Miss Davison, besides being in constant contact with home economics activities all over the country, is adviser to schools and colleges in equipping their home economics laboratories. In addition, she is consultant also, to central station executives and home service directors who seek help in equipment and activities.

In the grade and high schools, the home service woman is not only permitted access to the school but is sought out by the schools themselves to assist in preparing and giving instruction on the use of electricity and electrical

under the suggested arrangement, the machinery of the home service department and its properties can be employed in home lighting programs, thus avoiding duplication of activities. Under this arrangement, also, home lighting will be represented in the Home Service Subcommittee as well as in the Home Lighting Committee of the Commercial National Section, N.E.L.A.

IT IS recommended that wherever possible, women specializing in lighting and with special training in lighting practice be employed to carry on home lighting work, reporting to the home service director. This type of work requires in addition to an understanding of lighting principles, some knowledge of interior decoration and its relationship to lighting. It is possible that a member of the home service staff may wish to specialize in this type of work. Instruction in lighting practice is offered twice a year by the large lamp manufacturing companies and various sources of instruction in decoration, including home study courses, are available. As pointed out previously, colleges are now including in their courses of study, subjects fitting the student to engage in utility home service work without a long additional period of training in the industry before the student is familiar enough with utility activities to start work in this field. An example of this is found in the co-operative plan worked out by the Edison Electric Illuminating Company of Boston with Boston University, Simmons College and Framingham Normal School.

Whether the home service department reports to the

Activity

*the Central Station Home
entire community, includ-
ing dealer and department store.*

appliances. Especially is this true of lighting. Women lighting specialists are doing splendid work in their school programs, in pointing out to the children the necessity for good lighting at home and, more than incidentally, selling teachers and school officials on the need for proper school lighting.

At this point it might be mentioned that during the Conference a resolution was passed advocating that home lighting be made a part of the home service department. In many companies home lighting is conducted as a separate department or as part of the lighting bureau. Home lighting, certainly, is just as logical and just as important a feature of home service as is cooking or washing, and,



The bungalow or model home type of home service department, tastefully furnished and completely equipped electrically, encourages many a sale of range, refrigerator and other household appliance.

commercial department or to the public relations department is of little concern as long as home service work is actively and well carried on. It is impossible to interest women in the use of electricity without interesting them, also, in the means used to translate electrical service into terms of sweeping, washing, lighting or ironing. Whether the Home Service Director is opposed to any tie-up with the sale of electrical appliances or not, she cannot fail to be interested in the sale of this merchandise and still consistently give home service. It is the opinion of many home service directors that close co-operation with commercial activities is desirable. And surely such a tie-up is practical without reducing the value of home service work to the customer. In any case, the home service director should be informed on the work of the sales department if only for the reason that members of the sales staff, too, meet the women who make up home service classes.

A most effective program is possible if the two departments work to supplement each other. At present the consensus of opinion is that the home service woman should do all she possibly can to promote the sale of any piece of equipment but that the actual closing of the sale be turned over to the sales department. Opinion is decidedly against the payment of commissions to home service people for any prospects turned over to the sales department. In practically all instances, a name is not given the sales department unless the customer has indicated that she is interested in a particular appliance and is agreeable to having the salesman call on her.

IN MANY of the accounts of home service work cited by speakers on the Conference program, it was pointed out that the home service department of the central station is a community service in that similar educational service in appliance use is given to customers regardless of whether the appliance is purchased from central station, dealer, contractor or department store.

Appliance manufacturers, in increasing numbers, are establishing home service departments to work with engineering and sales departments on the design and marketing of their appliances and to co-operate with central station home service departments. There is now in existence a Manufacturers' Subcommittee of the Women's Committee of the National Electric Light Association, of which Frances Weedman of the Edison Electric Appliance Company, Inc., Chicago, is Chairman. This Subcommittee is made up of women doing educational work for appliance manufacturers.

The Conference just concluded at Chicago presented a liberal course in home service methods in its brief span of two and a half days. The program listed thirty-four speakers, no longer than thirty-five minutes being allotted any one speaker, the majority of speakers being limited to ten minutes. It was one of the most impressive meetings it has ever been my privilege to attend and the program was carried out with military precision. A small bell warned a speaker when her time was up and she made a rapid conclusion. Those discussions thus interrupted were again taken up at a Round Table luncheon discussion, the delegates being seated at tables scheduled for discussion of the particular topic in which each was interested.

A rising vote of thanks was given Miss Swann for her very capable and sympathetic leadership in this Conference and for her work with the Home Service Subcommittee. Through her vision and through the efforts of herself and Committee this young Home Service

Subcommittee has attained its present lusty growth. Co-operating with Miss Swann in arranging and conducting the Conference is Isabell Davie, secretary of the Women's Committee.

PRACTICALLY every phase of home service work was covered in the Conference program. Among those appearing on this program were Florence Freer, Brooklyn Edison Company; Fern Snider, Georgia Power Company; Rita Otway, New York Edison Company; Mrs. Frances Rosenberg, Middle West Utilities Company; Mrs. Vera Ellwood, Milwaukee Electric Railway and Light Company; Eloise Davison, National Electric Light Association; Florence Chisholm, Malden Electric Company; Karen Fladoes, Duquesne Light Company; Mrs. Emma Tighe, Boston Edison Company; Helen Smith, Rochester Gas & Electric Company; Alice McCarron, Westinghouse; Mildred Nichols, Graybar; Frances Weedman, Edison Electric Appliance Company; Clara Zillessen, Philadelphia Electric Company; Sarah Waugh, Westchester Lighting Company.

Among guest speakers were Martin Insull, whose topic was, "The Contribution Home Service Can Make to the Utility Company and Its Customers"; Mrs. Charles Sewell of American Farm Bureau Federation, "What Home Service Can Do for the Farm Homemaker"; Mrs. Elizabeth Stone Macdonald, Director, Home Economics Department, Frigidaire, "What the Homemaker Wants to Know About Electrical Household Equipment"; G. W. Ousler, Duquesne Light Company, "The Relation of Home Service to the Sales Department"; Marie Sellers, General Foods Corporation, "Co-operation With Home Economics Departments of Other Commercial Organizations," Charles H. Roe, Electrical Testing Laboratories, "Performance Requirements for Electrical Household Equipment"; E. W. Commyer, Lighting Research Laboratory, Nela Park, "Home Lighting."

One session of the Conference was turned over to home service activities in the gas industry, in co-operation with the American Gas Association.

Announcement was made of the publication of the "Home Service Manual," prepared by the Home Service Subcommittee. This Manual is a complete textbook on home service and gives information on all matters concerning the organizing and operation of home service departments. Suggestions are given for all types of home service work, small or large in scope. The Manual is profusely illustrated with printed matter and publicity material employed by home service departments and is designed to assist electric light and power company executives who are contemplating the establishment of Home Service Departments and Directors of Home Service Departments already organized.

This first Conference, national in scope, and the publication of the Manual, mark an impressive milestone in the life of the Home Service Subcommittee. Young in years, home service has the proportions of a major activity. Whether or not a home service department should be installed is no longer the question among central station executives; the present problem, if a problem exists, is that of providing still larger quarters for a rapidly growing home service department. "Should we be obliged to cut down company expenses at any time," said a central station executive, "the home service department would be the last to feel the pruning knife." Which is an emphatic indication of the important position Home Service has achieved in central station operation.

To Retail for \$5



Pictured on this page is a group of attractive little occasional lamps of good quality and design that will add interest to lower-priced lamp selections.

Graceful and simple in line and Colonial in feeling is this attractive little one-light lamp of pewter. The shade, too, is simple in design, being fashioned of parchment with colored border. It is but one of a group of moderately-priced lamps offered by Kanne & Bessant, Inc., 460 West 34th Street, New York City.



Candlestick desk lamp of pewter which may have small shade of metal or parchment with gallery border. Kanne & Bessant.



Among the newer lamps, those for the nursery are well represented. Here is an engaging little nursery lamp of decorated iron. I. S. Spencer's Sons, Inc., Guilford, Conn.

(Below) Tole forms the base of this lovely little lamp designed especially for the now-popular French Provincial interior. Howard G. Selden, New York City.



For a den, nook, corner or child's room, this grinning cat lamp is offered by the Gift House, Inc., 1107 Broadway, New York City. The lamp is 14½ in. high and may be had in finishes of green, bronze, red or black.



The dressing table lamp pictured is sold in pairs, retailing for \$5 a pair. The lamp is a crystal stick, with 8-in. chintz shade. F. Ehrenreich & Son, New York.



In the torchere type of lamp here is an attractive square, bird-motif lamp designed by the Consolidated Lamp & Glass Company, Coraopolis, Pa. (Above).



Five degrees of light, from very dim to very bright, are afforded by the "Lo-Lite Oilectric" lamp pictured at the left. Light is controlled by a small turn knob. Base may be had in pewter, polished brass, antique brass, bronze and polished copper, with parchment or calico shade. Kew Manufacturing Corporation, New York City.

For a low-priced boudoir or dressing table lamp, of pleasing design, here is a small lustre glass lamp, with chintz shade, retailing at \$5 a pair. Ehrenreich. (Below)

NORTHERN STATES POWER CO.

the of a **POWER PENNY**

I'll clean a large rug for a penny. I'll do it right in your home. Clean it thoroughly, without raising a particle of dust in the air . . . and you can summon me any time at the snap of a switch! . . . I am 3c ELECTRICITY. — Did you

RUGS CLEANED ... one cent!

would buy enough electricity to operate a motor for more than two hours? Truly, 3c Electricity is a powerful purchasing agent in the home. It makes electricity so cheap that one or two almost any service electricity is equal to the cost of the home. — "Let your pennies pay off!"

NORTHERN STATES POWER COMPANY



T. H. Kettle
of the Northern States Power Company, Minneapolis, Minn.

5 Harvard Awards

ADVERTISING in the electrical industry gets better every year.

Recently three advertisers in the electrical industry, the Westinghouse Electric and Manufacturing Company, the Graybar Electric Company and the Northern States Power Company, Minneapolis, were awarded first places in the Harvard Advertising Awards for 1929, a contest established by the late Edward W. Bok, philanthropist and former editor of the *Ladies' Home Journal*.

The award to Westinghouse, for "general or institutional advertising conspicuous for the excellence of its planning and execution," was a cash prize of \$2,000 to J. C. McQuiston, general advertising manager of the Westinghouse Company, and A. L. Billingsley, president of Fuller and Smith, Cleveland advertising agency. The advertisements told in simple terms of the great service electricity was rendering in today's world—in industry, transportation, home and office. They stressed the contribution of the light and power industry in making

WESTINGHOUSE

HOURLS and hours of summer breezes . . . for a

PENNY. This summer, cool your home with electric fans. The cost of operation will be insignificant, because 3c Electricity enables you to run an electric fan **SIX HOURS . . . at a cost of only one cent.** — 3c Electricity has given the Twin Cities, electric service at a low cost which few cities enjoy. It has brought back the value of the penny, for almost any electric

fan for many hours at a cost of only one cent.

— In truth, you can save money on your electric bills."

NORTHERN STATES POWER COMPANY



HOW THE CONTRACTOR PROFITS
—by trapping wasted footsteps

WASTED FOOTSTEPS are not wasted as far as the contractor is concerned... On the contrary, they bring him profits—by bringing him the opportunity to install Graybar Inter-Phones!... See factories, apartments—in fact, people constantly go from real live prospects for the internal communication profit is a 3-fold profit to equipment; on other jobs where you have installed the product that is right, that is enormous. Take advertising direct to the Graybar's proposition!

Graybar Inter-Phones are remarkably easy to install and to maintain. They are so simple.

THE GRAYBAR TAG
LICENCE OF DISTRIBUTION

Don M. Julien, Advertising Manager, Graybar Electric Company, New York

GRAYBAR

A NEW VIEW OF LIGHT
proving the importance of
BALANCED LIGHTING

LIGHT is no longer looked upon as an indefinite quantity. It comes rather suddenly & sharply when we push a button. We are asking a lighting fixture answers a great many questions, varied to do. It must tell us just what its lighting value is at any given level and at any given degree. It must reveal the exact shape of light. It must plot it out. It must tell us, in sight, the exact force and the efficiency of our fixture.

The **Balance**, a Balclite fixture, is only one of a great many fixtures

Graybar Successor to Newell-Emmett Advertising Co., Inc.
BALANCED LIGHTING

Coupons
Name _____
Address _____

FOR BALANCED LIGHTING REQUEST

TYPE	REFLECTION
SHADE	GLASS

Showing how to measure fixture for best results

to Electrical Advertisers



electricity available to every community, in any quantity, at any time.

The Graybar Company won the award for a "campaign of industrial products." A certificate and \$2,000 was given Sidney Senzer of the Newell-Emmett advertising agency, New York. Don Julien is the advertising manager of the Graybar Company.

The third award was for a "local campaign on a specific product or merchandise"; a prize of \$2,000 was awarded T. H. Kettle of the Northern States Power Company for his work in developing an eight-piece copy campaign used in connection with a recent company reduction in rates. The economy of electricity was dramatically presented chiefly through the medium of effective typography and layout.

Some appreciation of the intense competition in the Harvard Awards is gained when it is considered that 12,000 individual ads were placed before the Jury.

J. C. McQuiston (right), general advertising manager Westinghouse Electric & Mfg. Co. with A. L. Billingsley, president Fuller & Smith, advertising agency. On the wall behind them appears advertising which won the award.

*I*t's A GOOD



WHY BILL WOODWARD MAKES MONEY

Operating Expenses only
27.75% of Retail Sales

Per Cent

Advertising	5.5
Automotive expense71
Commissions	3.5
Depreciation66
Freight94
Light and Heat68
Insurance34
Legal collections14
Rent	2.42
Miscellaneous expense46
Salary and wages	
Administrative and office..	7.33
Salesmen	1.75
Delivery98
Shop15
Store expense17
Shop expense72
Stationery and office supplies	.69
Taxes37
Telephone and telegraph...	.24
	27.75

Woodward believes in impressive display of washers. "See them all at Woodward's" has been his motto for a number of years. All prices, all makes, sizes and models are here for the customer's convenience in choosing.

THIS is not the first time that Electrical Merchandising has told the story of the rise of "Bill" Woodward in the business of selling washing machines and other appliances. In December, 1925, we published the story of his first three years in business.

And it was a romantic story. It told briefly how Woodward had started business in 1922 with a capital of \$1,000 and four second hand washing machines which he had repaired with his own hands. Industrious selling, keeping an eye peeled on the expenses and careful husbanding of the bank account made the slim business jump at a phenomenal rate. Three years later, he was doing an annual business of \$225,000 a year, had invested capital of \$50,000 and was making a net profit of ten per cent on the operation!

Some of the methods Woodward used would be considered a trifle unorthodox, perhaps, in many ways. He would not countenance home demonstrations, for instance on washers or any other appliances, a rule that he sticks to this day. He employed no outside salesmen on house-to-house canvassing and picked a spot far from the central retail district of Detroit in order to build his business. Not unusual, perhaps, but everything done with a definite reason and an experienced point of view to back it up with. Most important of all, Woodward learned early the habit of controlling costs. He knew to a fractional percentage exactly what his operating

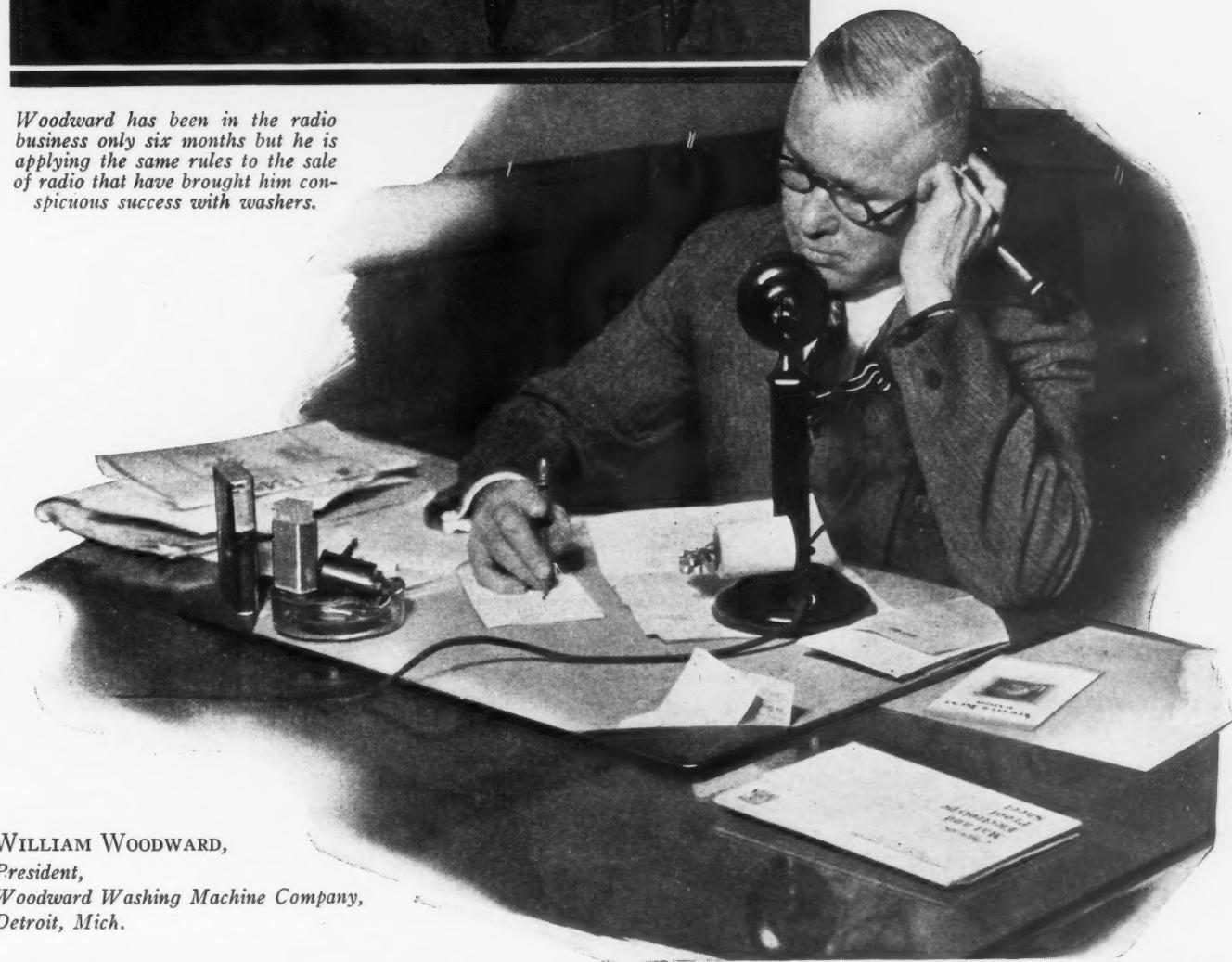
BUSINESS



Woodward has been in the radio business only six months but he is applying the same rules to the sale of radio that have brought him conspicuous success with washers.

"I've made money in it for eight years," says "Bill" Woodward, electrical dealer, Detroit.

By
Laurence Wray



WILLIAM WOODWARD,
President,
Woodward Washing Machine Company,
Detroit, Mich.

and selling costs were—a faculty which, undoubtedly, has been responsible for the greater part of his success. Controlled costs mean *profit*.

That was the picture of "Bill" Woodward nearly five years ago—eight years in all since he started business.

RECENTLY I dropped in to see Woodward to ask his opinion on a number of matters pertaining to the appliance trade. I wanted particularly to get his slant on the changes that had taken place during the past five years in the business of selling washers, ironers and other electrical goods. Had business fallen off any? Did it require more sales pressure to bring in the same volume? Were operating costs higher? What must the appliance dealer do today to insure a definite profit on his operation?

"Well, we'll take 'em up one by one," said Bill. "In the first place there's just as much business as there ever was as far as I can see. Last year we did the biggest volume in unit sales in washing machines since we began to do business. In dollar volume, however, we did slightly less than last year."

"I'm not quite so sure how this year will turn out. There has been some slacking off so far in comparison to last year but I don't expect it to last."

"Are you taking any special measures to offset the temporary decline in buying?" I asked.

"I am doing the only things that I consider of real importance," he replied. "Cutting expenses wherever possible and reducing inventory to the smallest margin. I used to carry a large stock of washing machines in my store-room in the basement. The same applied to other appliances—irons, refrigerators, radio and the smallest things. But there was a large investment tied up which I couldn't get at. It was money crated in the cellar."

"At present I have only one thing in mind. Keeping just enough on hand to take care of my immediate needs and turning over those on the floor as fast as I can."

CUTTING expenses is, of course, always of primary importance. After looking over my balance sheets for last year I found that I was not making enough net profit. I had made about four per cent. The logical explanation was that somewhere in the business there was waste. I had a careful check on every item of expense but I went down the list of items and cut them wherever I felt they could stand it."

"Did you cut down on the sales force or the advertising?" I asked.

"Not in the least," Woodward said. "There is no sense in cutting down on those items which are chiefly responsible for bringing in a large part of your business. What would be more to the point would be to see that your salesmen and your staff *produced* more. And then, I have no outside salesmen, you know."

It was a simple matter to see how Woodward exercises control over the expense items in his business.

Controlling costs has become his ruling passion and "net profit rather than volume" his by-word. Based on a maximum figure of 30 per cent of retail sales as the amount required for the cost of doing business (and most dealers run far above 30 per cent) Woodward has budgeted his expenses *beforehand* in order to arrive at a definite figure for his net profit. His operating expenses total only 27.75 per cent of his retail sales which shows unusual control.

"WHEN you get the thing broken down in that fashion," Woodward said, "it is a fairly simple matter to see just where you can cut when you need to. I found, for instance, at the beginning of this year that I would have to cut at least \$10,000 from my expenses in order to bring up my net profit where it belonged. That \$10,000 will be cut out cold—no beating around the bush—every department of the business that can stand a certain amount of shaving will get it."

"My own salary which was on the books for \$10,000 a year I will cut to \$8,500; wherever I can reduce the office personnel without making any drastic changes will be done and, as I remarked before, the inventory is subjected to a periodical check-up to see that the books aren't carrying a lot of dead stuff."

"That's another important thing, incidentally. I have found it a good rule to *always under-estimate* the value of my inventory of stock. A number of men fool themselves when they list their inventory—some of it which may have been on the shelves for years—at regular list prices. They are just bolstering up their own statements in order to make them appear more impressive. Personally, I would rather have a junk wagon back up to the shipping platform and cart away a good part of the obsolete stock. It is more profitable than carrying on the books as an asset."

I noticed that Woodward had budgeted a rather high percentage of his retail sales for advertising—5.5 per cent. In most specialty selling operations 3.5 per cent is considered about the limit. I asked Woodward if that was one of the items which would be cropped. He shook his head slowly.

"Advertising is one of the expenses that will not be



REPAIR PARTS

For practically all washers. Bring or send your old parts or rolls for duplication or call Garfield 8700 for prompt and efficient home service.

WRINGER ROLLS

Woodward's repair service on washers brought in more than \$10,000 last year. It has become so well-known that other Detroit concerns refer their customers to him when replacement parts are needed

cut," he said. "You see, I have no outside salesmen chasing up business. Never have had, as a matter of fact. I consider advertising, then, as a legitimate and very necessary part of my selling expenses. It takes the place of those salesmen. You may have noticed, too, that my rent is only budgeted for 2.42 per cent when there are a great many dealers who allow as much as five to eight per cent for this item. That's another reason for my advertising.

"I am pretty far away from the retail center of Detroit and as a lot of my business comes from automobile traffic it is necessary to keep the name of the Woodward Washing Machine Company before the public as much as possible."

MR. WOODWARD'S stand on advertising is borne out by the results. In the eight years that he has been in business in Detroit he has become a familiar figure in the appliance field. He attained a reputation for servicing washing machines, for instance, that has brought him a lot of business. Woodward's service on repairing washers is so complete, that other retail appliance dealers, department stores and central station shops have got in the habit of referring people to him whenever a question of replacing parts for washers comes up.

A portion of his store-room is so constructed that Woodward can find almost any part of any make of washer at a moment's notice. It is card indexed and a unit control system of keeping the inventory enables him to both replace parts whenever necessary or to know

exactly what amount of his volume comes from the service end. He estimates that in service business alone on washers that it amounts to more than \$10,000 a year. Here, too, trade-ins are taken and either scrapped or re-conditioned to sell in quantities to an outside buyer. He will not put a trade-in on the floor for re-sale. "When a customer comes in and is interested in a washer it is just as easy to sell her a new machine," he explains.

A stroll around the service and shipping end of the Woodward shop is enlightening. It shows exactly how waste is eliminated in every item. Even those washers that are scrapped, for instance, are broken down and every part sold realized on in some way or another. The motors of washers that are too far gone to re-condition for the buyer are taken out, classified according to their condition and put in stock for the merchant who buys second hand $\frac{1}{4}$ h.p. motors.

ALL these things save money for Bill Woodward and help immeasurably to boost his net profit. Being of an inquiring turn of mind, he refuses to accept usual methods of merchandising appliances just because somebody else does. He puts all of them to the cost analysis, and asks himself the important question "will it pay me?"

As another indication of this principle Woodward referred to the home demonstration, an accepted merchandising idea in both the washer and radio trades.

"About a year ago we put on a line of radio," Woodward said, "and we instituted the same rule for it that we have stuck to in selling washers,—no home demon-

(Continued on page 66)

IF They Know The BIG BOSS Is



Illustrations by
RALPH SULLIVAN

IT IS a hopeless task to attempt to interest the general employees of a company in the merchandising department unless the management itself is completely sold on the value of the idea. If the president or the general manager of the company is only acquiescent in merchandising as a function of a public utility, not enthusiastic about it, if he looks upon it merely as a necessary part of the task of load building, not as an opportunity of service and an important function of the public relations work of his company, his indifference is bound to be reflected down through the ranks of the company. No matter how happy may be the plans of the merchandising department or how keen its realization of the function it might perform, it must have the cooperation of authority to succeed.

When R. H. Ballard as president of the Southern California Edison Company announced himself as "commercially minded" and committed himself to a belief in the future of the electric range, assigning a quota of 100,000 ranges to be added to the lines of the company within five years, he gave the commercial department a standing within his organization that it could not have obtained in any other way. On the other hand, when the

Interested

president of a power company, as happened not long ago in another city, indicated in a speech before an employees' meeting at least partial ignorance and only a vague good will toward the plans of his commercial department, he starts them off with a handicap it is difficult to overcome.

"Our hardest task is to interest the employees of other departments in our own company in our merchandising activities," said the merchandising manager of one Pacific Coast utility. He went on to tell a tale of an extensive advertising campaign defeated in one group by the comments of the wife of one of the company's employees who had expatiated upon the reasons why she would not have an electric range in her home. On another occasion an employee himself, called upon for an expert opinion on an electric water heater (which the company was selling), was heard to declaim upon its imperfections and its expense of operation. "The accounting department which sends out the bills and the credit department which passes on sales has very little idea what it is all about" went on the indictment. "And when we want to put on a big sales drive, do you think we can count on the support of all departments, with prospects turned in by stenographers and linemen and with sales made by janitors and members of the drafting department? We are lucky if they even know the company has a merchandising department."

THE complaint is not untypical. Possibly from that particular salesmanager's standpoint, the best that can be said is that those companies who realize their shortcomings in this respect and the need for doing something about it are the ones as a rule who are in the most satisfactory condition. Not any one company has attained perfection but many of the Pacific Coast companies are making an intelligent effort to interest their employees in their selling activities. It is a readily observed fact that those utilities which have a large proportion of electric users among their employees and an enthusiastic response from all departments when a special campaign is extended beyond the immediate sales force, are the ones which have the best public relations record and which show the largest volume of sales.

The Southern California Edison Company, with head-



"The merchandising department must have the cooperation of authority to succeed."

quarters in Los Angeles is one of the companies carrying on a consistent campaign to interest employees—first in electrical appliances and secondly, in the company's specific sales activities. The Pacific Power and Light Company of Portland, Oregon, devotes attention not only to the employee, but also to the employee's wife.

There are five essentials to success in building up an enthusiastic group of commercially minded employees.

One of the most successful means of making employees "electrical minded" is to make them users of electricity in their own homes.

THE Edison company, like most of the others on the Coast, offers special terms to make it easy for any employee to purchase electrical equipment. A generous discount is allowed, he is given an allowance for wiring, ten per cent is granted him on his old range, no down payment is required and the payments may be spread over a ten-month period. It is not allowed to rest at this, but the management is continually making surveys to determine just what percentage of employees do use electricity in their homes and in other ways calling to the attention of employees the interest of the company in having Edison homes electrified.

The San Joaquin Light and Power Corporation of Fresno, California, finds it worth while to send out their very best salesman to clinch a sale in certain stubborn cases where the employee's household is known to be

(Continued on page 62)

Employee cooperation in the central station merchandising program is largely dependent on the attitude of the management



GALLOWAY

Manila holds its First Range

AMERICAN influence is evident the moment one steps ashore at Manila. Cleanliness, sanitation, business like methods, a certain amount of bustle in the business district, good roads, automobiles in general use—this is a first impression. After a short stay one begins to see, in spite of many changes, how closely akin the country is to both the Orient and to Spain.

A large population living on a minimum income with barely enough for food and no leeway for purchases beyond the margin of necessity, a small well-to-do native class, a certain element of the population with a European background (mostly Spanish)—and about 6,000 Americans—this describes the market of the Philippines, and the picture is not so different from that of any other Oriental country.

The Manila Electric Company (Meralco) serving Manila and with ten or twelve affiliated concerns throughout the provinces has a consumer list of about 85,000 of which some 50,000 are on a flat rate basis, the remainder

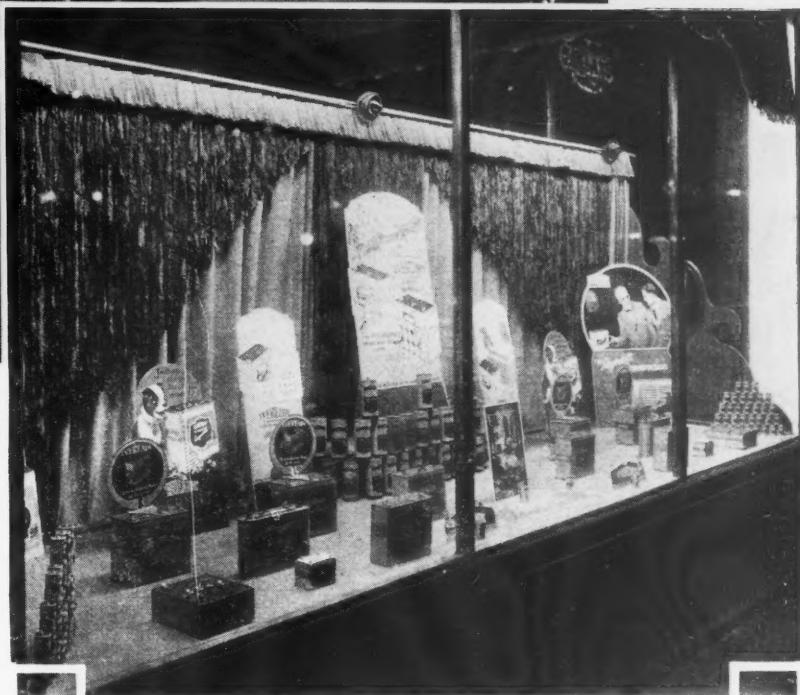
being served at metered rates. The domestic load in the provinces is very largely confined to lighting, with hardly an electric iron to report except for the one or two larger villages and here the market has hardly been touched. Even in Manila there are large numbers of Nipa huts served simply with a wire and a single light. The power company feels that its potential market on the main island of Luzon is equivalent to what would exist in a town of from 25,000 to 30,000 in the United States. The fact that there are some 30,000 automobile registrations indicates a group who have attained to a measure of prosperity.

THE American population is educated to the use of electricity and offers a potential market for many lines, but their purchasing is of course modified by local conditions. Most of them are serving for limited periods in the Islands, from 3 to 4 years being a customary period of contract—and this leads them to hesitate in purchasing



The display floor of the American Hardware & Plumbing Company who are co-operating with the Manila Electric Company in the city's first electric range campaign.

Good window displays are as important a factor in merchandising in the Philippines as anywhere else.



Clotilde Grunsky

writes the second of a series of articles on merchandising in the Far East

Campaign

equipment of importance which may have to be transported. The Island voltage is 220-v., so that appliances brought from home have to be modified for use and vice-versa.

Domestic servants are universal and dictatorial and though hot weather does not make comfortable kitchens, so that few housewives concern themselves with domestic arrangements other than to specify the number to be expected for dinner, this of course, rules out one of the most telling appeals of electric appliances and again tends to limit the number sold.

The European population ranks second as a market, closely followed by the well-to-do Filipino. Here there is a real desire for progress, particularly for those things which make living outwardly more attractive and a very definite following in the footsteps of the American. The electrical merchant must recognize certain stumbling blocks, however, which are the outgrowth of long established custom.

Coffee percolators, for instance, move less freely than they otherwise would because the coffee of the country is drunk strong and boiled and a taste for percolated coffee must be acquired. Similarly electric toasters make small appeal because toast is not commonly used,

being looked upon as food for invalids. Carpets are practically unknown in Filipe homes, hence the market for vacuum cleaners is definitely limited. The "lavandera" who washes clothes by pounding them on a rock at the bank of a stream is a national institution and washing machines in consequence have found small acceptance. Electric fans meet with the prejudice that their draft induces colds. Electric refrigerators are difficult to sell to a population who buy for the day only and carry over no foods in storage.

Nevertheless, all these articles are being sold—and in increasing numbers. Electric irons are popular. Curling irons, fans and flashlights find ready sale. In general the native market responds to the appeal of bright nickel and colored enamels and, not unlike many an American purchaser, buys to impress the neighbors. Where electric refrigerators have been sold in Filipe homes, they frequently occupy the place of honor in the parlor.

In general it is a price market. Theoretically the value

of quality is recognized, but in practice price is usually the deciding factor in the purchase. In consequence there is serious competition from both the Germans and the Japanese. City ordinances forbid the use of flimsy or dangerous wiring materials and appliances and are to some extent enforced, which keeps out the poorest grade of equipment.

Up to the present time the power company has not been in the merchandising picture. A number of small dealers handle wiring materials and lamps and in Manila itself three or four of the larger outlets make an attempt at the serious merchandising of appliances. At one time a fan and lamp campaign was sponsored by the power company with what is reported to have been good success, but for sometime there has been no promotion of the field of any consequence. No educational advertising of any importance has been carried on, either directed toward increasing the number of outlets in the home, or toward the greater use of appliances.

The one exception to this rule is in the field of electric refrigeration, where active campaigning has been under way for several years, with the result that the better class market is fairly well covered.

AT THE present time the power company, uniting with the manufacturer's representative and one of the retail merchants, is planning its first entry into the merchandising field in a two month's range campaign.

Details are to be developed as the program advances, but the plan involves the sale of 100 ranges, 50 by the dealer and 50 by the power company, sales activities to cover the months of February and March. Inasmuch as the effects of advertising develop slowly—(literature is passed from one household to another and must be discussed and approved by every member of the family

before even the first step toward purchase is made) it is felt that it will be necessary to continue the sales effort over a longer period than usual in such events elsewhere.

THE power company expects to send out by mail literature to a picked list of 1,000 to be followed up by a sales campaign in which Filipino and white prospects will be handled respectively by salesmen of their own race developed from the regular commercial department force. It is recognized that the greatest difficulty is going to be to reach the housewife who is seldom at home and is not used to front door solicitation. Public and private invitational demonstrations are planned to arouse interest and there is some thought of conducting a cooking class for Filipino cooks, awarding a diploma for those who satisfactorily complete the course.

Long time payments are customary and the terms offered for this introductory campaign will probably be 200 pesos (or \$100) for the range with 20 months to pay. The first payment to be made on delivery. The power company will stand all costs of installation and will assume collections, alike for the ranges sold by themselves and by the American Hardware and Plumbing Company who are assuming the burden of the other half of the campaign.

Obviously there is a market to be developed in the Philippines and a need of demonstrations, exhibits and advertising which shall teach the lessons of better wiring and greater use of appliances. The uncertainties of local supervision and the ever present possibility of "independence" with its consequent inevitable set back to business have undoubtedly retarded the program. But real progress has been made and the success of this initial range campaign now under way will lay the foundation for a more active merchandising policy in the future.



A curious contrast of past and present in the Philippines. In the foreground is a type of reed boat used by the natives, while in the background appears one of the new bridges.

GALLOWAY



The average commercial connected load in public buildings amounts to 40 kw. per meter according to The San Diego Consolidated Gas & Electric Company. The village has universal electric light, heat and cooking facilities. The residential load averages 20 kw.

California's ALL ELECTRIC *Village*

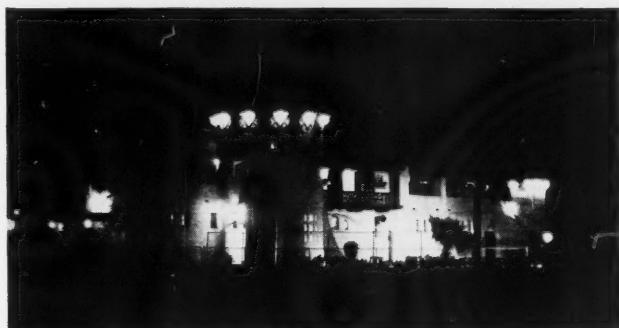


The beautiful patio of the Ole Hanson home, San Clemente. Every service and facility of electricity are provided.



On the shores of the Pacific Ocean, a natural beauty spot, is San Clemente, reputed to be the most completely electrified village in California.

(Below) Hotel, beach club, hospital and other community buildings are either flood lighted or lighted ornamenteally with special brackets.



Ralph Swigart, proprietor of the San Clemente Electric Shop, has done much to build the community's reputation for complete electric service.



STARTING 'EM



Does the SALESMAN Hire You

"What's your proposition?" says the salesman

HOW can I get good salesmen to sell my goods? Everywhere he goes the manufacturer's representative meets this question from the dealers who hold his franchise. Getting good men and holding them is the hope and despair of the electrical appliance dealer. Success in our business depends more on the solution of this problem than on all other difficulties together.

The difficulty is not in getting men, so much as in making producers of them and keeping them in the organization. There is an appeal to the imagination of a salesman in a new electrical specialty that attracts on the whole a high type of man. The household electric refrigerator, for example, is bound to be considered favorably by the experienced specialty salesman who for one reason or another is thinking of changing his business. The problem of the dealer so far as attracting the salesman is not difficult. Training him to the point where he makes money reasonably, quickly and then directing his efforts so that he can expect maximum results for the effort put forth is the part of the problem where most difficulty lies.

It is human for the dealer or his sales manager to blame a poor business condition on the men under him. But if he is to make any progress toward correcting the condition he will do well to begin by making a thorough examination of himself.

Care in hiring is necessary and frequently lost sight of in organizations operating on a commission basis. Not every applicant can be safely taken on even if it is not costing anything directly in salary. It is a safe rule at least at the first interview to make the applicant do the selling. The writer has been approached by so many applicants with the query "what is your proposition" that he has concluded that the idea is abroad that anybody can get a job with an electric specialty dealer. The idea of the employee choosing his employer has supplanted the healthier point of view in which the employer does the hiring.

The dealer even with an applicant who is desirable cannot afford to seem too eager to obtain the applicant's services. Salesmen are naturally going to exert themselves to get and hold a job which they believe hard to get. I personally believe in the value of more than one interview.

Remember men don't expect to get a good job on this first call.

THE men whom we attract to our sales force can be divided roughly into three groups—the high class experienced salesman, the average man, and the poorer type. We hear a great deal about turnover and floaters. We can put floaters under class number three and dismiss

*The second of a series of articles on
"Managing Men." The first, by
Leland M. Baum of the Eureka
Company, appeared in our last issue.*

RIGHT

By John M. Convery

*Personnel Manager, Judson C. Burns, Inc.,
Philadelphia, Pa.*

or Do You Hire the SALESMAN?



"I can do a job for you," says the salesman

them. The two remaining groups make up our possibilities, and I'm afraid that if we are honest with ourselves we find that we keep and develop the average man much more successfully than we do our very best material. Possibly this is due to the fact that the smart A-1 salesman with the general run of dealers realizes that his share in the merchandising effort is out of proportion to his compensation. In short, if he is a self-starter, and knows the business he wants to see just what the dealer is contributing toward the sale. This is a hard type of man to deal with but often this type of salesman puts the dealer on his mettle by challenging him to real assistance and genuine direction.

The average man, making up the second group, is frequently inexperienced and always needs a great deal of nursing. It is for him that we have the training school and also for him that we need the supervisor who will take him by the hand and show him how to approach a prospect in the field. His attitude at the start is not too critical and he is quite willing to accept the direction and follow the plans of the average supervisor. But we must accept the fact that in this man lies our greatest hope, and also that the ultimate success of this man depends more on the type of supervision he receives than on any other factor.

Let us examine this matter of supervision: It is vital because in the electrical specialty field today fully 75 per cent of the job of selling is affected by the job of supervision. It is the most expensive part of our business and the most important.

It is important because the average man is not a self-starter, invariably he becomes discouraged at the start. His work must be carefully laid out for him and the supervisor must see to it that he follows directions implicitly. The supervisor must be firm and a bit severe at the start.

Discipline in the specialty sales organization is difficult, but essential. If a job justifies a man's time and attention, it demands his best efforts. Discipline is complicated in some organizations by the commission method of compensation, but whether payment is salary or straight commission, the salesman must understand that he must obey rules laid down to help him get sales. Fear of a man's quitting in itself should never enter the sales manager or supervisor's mind, let alone affect him in insisting upon discipline. In fact, knowing when to fire a man is a valuable asset to the manager. Nothing for

instance improves the morale of a sales force more than firing a man just before he decides to quit.

AN ANALYSIS of the fundamental problems underlying a specialty selling operation would help us to understand the situation more clearly, perhaps.

The dealers discount on electrical specialties (to the layman) seems excessive. It has frequently been the only reason for a number of dealers coming into the business. To the experienced, however, it represents simply the amount of contribution the dealer must make toward getting the appliance in the hands of the buyer. To say that a dealer receives more for selling an appliance than the manufacturer does for making it, simply means that it is harder to sell it than to make it.

Discounts of course vary, but it is fair to say that the salesman who sells the machine receives for his work anywhere from one-quarter to one-third of the dealer's discount. This means that theoretically the dealer on each sale contributes twice as much to the process as his salesman. Surely, if the dealer receives twice as much as the salesman on the deal it is fair to assume that in return he has done two-thirds of the selling job.

We must, of course, allow the dealer for investment of money and for good will. You could list other factors, but the major portion of the dealers share in the transaction is absorbed by the expense of developing and directing his sales organization.

In the desire to do the job as cheaply and efficiently as possible, the dealer seeks the shortest cut. If he could only get good salesmen, men who are self-starters, reliable and responsible, intelligent salesmen, who would sell his goods in quantities, his problem would be solved. But, if the solution were as easy as this the result would be the elimination of the best part of the dealer's function. If we could eliminate supervision and direction from the specialty merchandising job; if we could hire men who didn't require management; the dealer would face the alternative of either paying the salesman the major part of the merchandising margin or of accepting a reduction of his discount. The dealer, in my opinion will benefit by facing the fact that he can get but few trained reliable and effective salesmen, and as soon as he recognizes the fallacy of the quest for "something for nothing" the sooner he will abandon the star salesman idea and get down to the work at hand: hiring, training, and supervising the mediocre material at his disposal.

The Big Boss Is Interested

(Continued from page 55)

unfavorable to the use of electrical household appliances.

One of the interesting phases of the work has been the time devoted to 'employees' wives. The Pacific Power and Light Company of Portland has made a specialty of this, holding special sessions for wives at gatherings of employees and on occasion asking wives as well as employees to attend sales meetings and including them in the roll call. The wife is reminded on such occasions that her welfare is bound up with the success of her husband in his work and that in turn his success is dependent upon that of his company. The Southern California Edison Company in sending out an appeal for all employees to join in a selling campaign has found it profitable to send the announcement of prizes and special bonuses to wives as well as employees. In such cases the prize is generally something for general house-

hold use which will appeal to the wife. A special effort is made to prevent destructive criticism emanating either from Edison employees or from their wives. In case any instance of such criticism is reported, the matter is taken up quietly through the management.

AS a result of these educational and sales activities, the Southern California Edison Company shows the satisfying total of 100 percent of its married employees in some districts as users of electric ranges. The Pacific Power and Light Company records 80 percent of its employees as electric range users, while the California Oregon Power Company with headquarters at Medford, Oregon, is not far behind with 71 percent. Sixty-five per cent of the employees of the Utah Power and Light Company cook electrically.



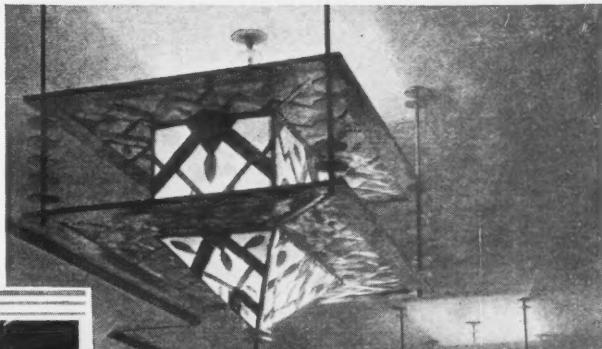
It's a **Woman's Business**

says
MARY GILMORE
fixture specialist of
Santa Monica, Cal.

THAT fixtures are properly a woman's province, being designed to meet women's ideas in home decoration, is the contention of Miss Mary Gilmore, successful contractor-dealer of Santa Monica, California.

Miss Gilmore specializes in fixtures designed to meet particular home surroundings. In the two examples shown, for instance, one is a hand wrought-iron bracket which appropriately lights the living room in a Spanish-type interior, while the other represents a modernistic treatment for a sun-porch, the keynote of which throughout is one of gayety.

Miss Gilmore is a college graduate, with a training in art and applied design and regards her work as a profession rather than as a trade. The future of the fixture business, in her opinion, lies with the woman, or man, who regards the work as ranking with that of the architect and the interior decorator. Miss Gilmore's shop throughout, even to the decorating and assembling of fixtures made in her own work rooms, is operated by women.



When H



WHEN B. E. Rowley of the Rowley Electric Company not long ago moved into new quarters in Pasadena, California, he was afforded an opportunity of putting into practice all the ideas which he had been saving up through years of experience. The new store was built to his specifications throughout, with the result that it embodies many unique features of interest to other electrical merchants who may have to meet similar problems.

Starting with the window, the store is "different." Mr. Rowley had noted that display windows were frequently better lighted at night than in the daytime, also that the direction of light, from the front and side, was not always the best for the display of the merchandise.

Night time illumination was generally from above. The window of the new store, therefore, is provided with a skylight overhead. This is sufficiently high so that it cannot be directly seen from the sidewalk and is provided with white glass to diffuse the direct sunlight. The light available from this source does much to offset any window reflections which may be set up at unfavorable times of day.

Another unusual feature of the window design is the open archway in the rear with velour curtains, which frames any leading appliance on display. On occasion the curtains may be drawn and by special lighting from the rear, the effect of a stage is given. This also makes access from the sales room easy and affords opportunity of opening up window and main store into one unit when desired.

The interior of the store is made distinctive by the unusual fixtures. Mr. Rowley had special shelving and counters designed to meet his needs. One of the requirements was that these fixtures look well from above, as well as from the level of the main floor, for a mezzanine balcony is a feature of the interior. This required a special finish on top of the cabinet cases,—not always a feature in their construction.

An attractive detail of the display cases is a wall niche built into the plaster much after the modern type of book case, with special illumination and shelving which makes this a most ornamental feature. Lighting fixtures throughout are original and decorative. Mr. Rowley makes a specialty of unusual and artistic home and commercial fixtures. These, however, he prefers to display by example of actual use rather than by any fixture room. Thus the lantern in the entrance way, the central

REBUILT

fixtures of the store, a David's star over the stairway and the lamp over the desk in the office are all of unusual and attractive design. An occasional unusual piece of special interest will occupy a shelf near the entranceway. Otherwise fixtures are not visible. The householder who is looking for the period design in lighting to fit into his home is attracted by these units which seem to fit so picturesquely into their surroundings and is led to wonder, as Mr. Rowley intended that he should, whether the store which showed such good taste in its own arrangement might not also design equipment to meet his needs.

This idea of putting equipment to practical use in the store and selling from the installation in action is carried out in many other details of the establishment. In the little kitchen which is located to the rear of the salesroom, for instance, and which is open for use by housewives or women's clubs, a ventilating fan has been installed. In the radio repair room another insures adequate fresh air. These are of different types and represent the line which the company handles and is prepared to install in homes or commercial establishments. The two installations not only provide most desirable

B. E. Rowley

of Pasadena built into his new store all the good ideas he had learned from experience.



HE built special windows for display lighting effects.

HE made lighting fixture display part of store. No "clusters."

HE provided complete electrical kitchen for demonstrations.



HE built a special room for radio demonstrations.

HE built special shelves to fit cartons and wiring materials.

HE profited by experience.

working conditions, but illustrate by example exactly what results the fans will accomplish in use. "He uses it himself—it must be good" is a far better thought to leave in the mind of the customer than "I wonder why he doesn't use it, if it is as good as he says it is?"

The storeroom is laid out according to ideas which appealed to Mr. Rowley through his experience in handling materials, both for the store and for electrical contracting service. A line of shelving along one wall of the rear half of the shop is faced by a second row with an aisle between. This is built with an opening for a delivery window and a counter over which all articles pass as they are called for either by a truck headed for a particular job, or for a store sale. The shelves are built to the exact sizes of the material which they are to hold, so that cartons fit in without any loss of space. The arrangement is the result of long study and planned to call for the fewest possible steps. An annual stock record indicates just how much of each line was handled during the year's time and this was used as a basis for storing articles so that those most frequently called for would be the nearest at hand. A triplicate sales recording device is at hand on the delivery counter so that record is made of all material that goes out.

WIRE is kept in quantity in compartments on a level with the ground. And just above each compartment is a bin into which short lengths of wire neatly rolled and tagged are placed. Each size is placed in the bin directly above its corresponding reel, so that it is not necessary to handle all sorts of odds and ends in order to find what is needed for an odd job.

Once the arrangement of this stores section was determined upon, the names of the articles for each bin and shelf were stenciled directly upon the outside, so that it is easily visible and legible.

In the rear this storeroom opens into the garage which in turn opens outward onto an alley, excellent for loading and unloading without interfering with front door traffic. This garage also has been outfitted by Mr. Rowley to meet those needs which in previous experience he had found most pressing.

One of the past lessons which had been deeply impressed on his mind was the need for burglar protection. Inasmuch as the storeroom opened up on an alleyway and was therefore accessible from the rear, Mr. Rowley

made special provision that it be not too accessible for sneak thieves who might watch a time when it was unguarded. As a consequence he had the rear door of this storeroom made in the form of a sliding door, so hung and weighted that it would slide shut of its own accord.

In addition the entire shop is wired for a burglar alarm. Any tampering with doors or windows starts a bell ringing which cannot be stopped except by unlocking a safe cabinet to release the switch, besides giving distant notice of the entry. Characteristically, Mr. Rowley has used this installation to sell similar installations to numerous other merchants and to home owners who desire burglar protection for valuable possessions.

IN HIS former headquarters, the telephone had been located close by his own desk. Occasional requests from customers or strangers to use the telephone could only be met by allowing them entry into this office. This meant that they stood beside the desk for some time and it would be less than human nature if they did not look over whatever happened to lie thereon. The new store is provided with a telephone for the use of the public located on a neat stand toward the rear of the store with an inconspicuous stool which does not take up too much room at hand for the comfort of those using the instrument. This is greatly appreciated by the public and also avoids any invasion of the privacy of the office.

An attractive stairway with a wrought iron railing in the Spanish style leads from the main salesroom to the mezzanine floor, where a radio demonstration room offers the requisite degree of privacy. This opens with an archway and a balcony railing onto the main store. A workshop in the rear of this mezzanine floor completes the equipment.

A system of call bells which connects all parts of the establishment makes it possible to signal any member of the staff to come from any part of the building to any other—a convenience which has saved many steps and much time.

Mr. Rowley has now been in his new quarters for some months and has found real satisfaction in this home built to his own specifications. But he is already storing up new ideas to be put into effect when he shall rebuild again.

It's a Good Business

strations! Years ago we had a sad experience in the washing machine business, because salesmen, taking the line of least resistance, insisted on giving home demonstrations.

"I had one man, for instance, who claimed that if he once got the washer in the woman's cellar, that the sale was made. There is no doubt about the fact that he *did* close a fair percentage. But we found there was much grief attached to this method of merchandising—continual expense of trucking and servicing, and refinishing washers that had been out on continual home demonstrations,—that we instituted a rule at that time that all sales would have to be made from the floor.

"And it is a curious thing, our sales showed no signs of falling off, but the net profit on the sale of every washer took a decided jump.

"It was the same story with radio. The radio set is

(Continued from page 53)

essentially a delicate machine, and continual dragging back and forth does not do them any good. Varnish is scratched, tubes have to be replaced, and by the time the machine is back in the shop—which it invariably is, we find that we are selling second-hand merchandise rather than new.

"If a customer asks now for a home demonstration, we tell her that it is against our custom, and that she can try the machine in our store, just as well as she can in her own home,—when she takes the machine from the floor she can be sure that it is brand new. We have found, in other words, we cannot serve both buyer and tryer."

Woodward hopes to have just as complete service on radios in the near future as he has built up with washers. In the meantime, he is satisfied with maintaining a service man to keep the sets he sells in perfect working condition.

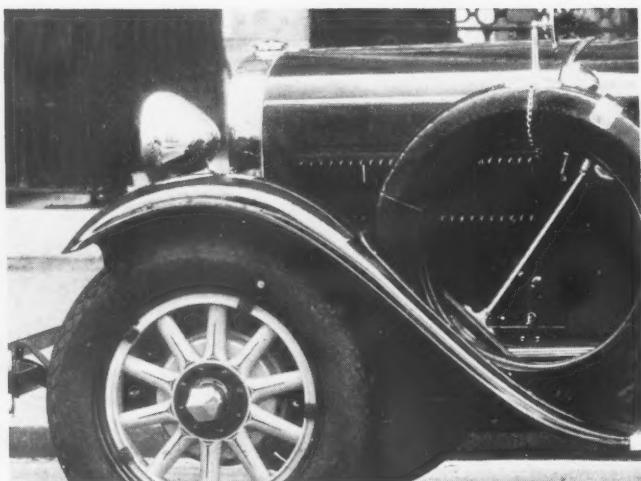






CLOSING

BABIES can't put off being young and delicate. And the baby is one of the most effective arguments in closing refrigerator sales. In the first and second years of its life, electric refrigeration is a guarantee of safety in the preservation of its food. Delay on the part of the prospect may be dangerous—a stimulant to immediate purchasing decision with prospects in the overall as well as the white collar classes.



AUTOMOBILES, \$776

Obtained as follows: \$3,763,869,000 was the retail value of the 4,850,000 passenger cars sold in 1929. \$776 the average expenditure of the car buyers.



GASOLINE, \$143

The National Automobile Chamber of Commerce in a survey made last year showed the average passenger car traveled 11,000 miles a year, and that the cost of gasoline consumed was 1.3 cents per mile or \$143 a year.



ICE CREAM, \$34

The U. S. Bureau of Agricultural Economics give a figure of 348,048,000 gallons of ice cream as the total consumption for 1928. 70 cents a quart was the price, 28,800,000 the number of families—result: \$34 an average family.



RADIO, \$71

Radio sales in 1929 amounted to \$842,548,000. This was divided by 11,800,000, the number of families using sets as of January 1, 1930. Figures from March, 1930, Radio Retailing.

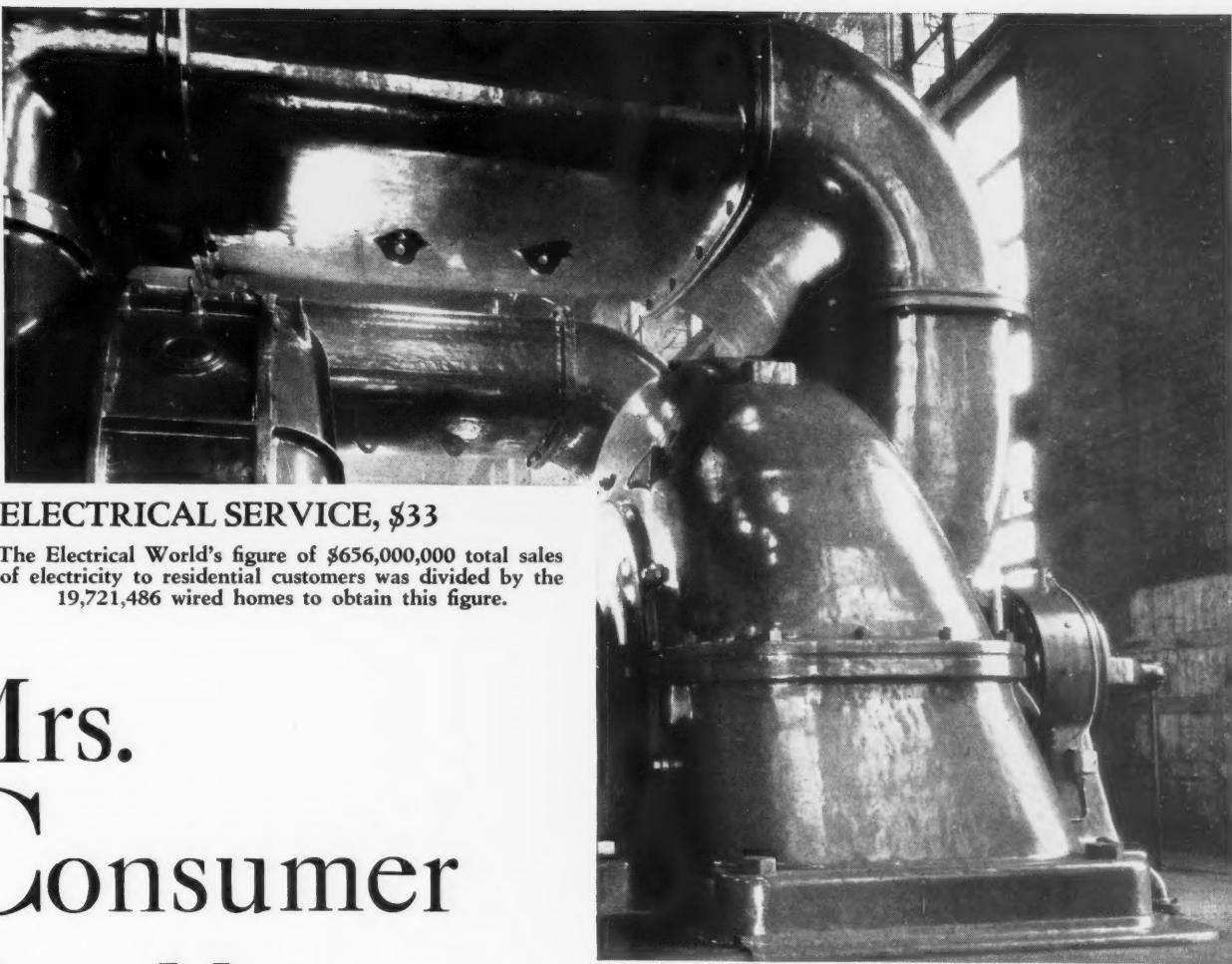
How Mr. and Average Spend

Electrical Merchandising several some of the expenditures of the figures have been widely and again brought up to date



CANDY, \$35

A report of the Foodstuffs Division of the Department of Commerce shows that the annual candy bill of the United States for a period of one year is \$1,000,000,000. Divided by the 28,800,000 families gives the average \$35.



ELECTRICAL SERVICE, \$33

The Electrical World's figure of \$656,000,000 total sales of electricity to residential customers was divided by the 19,721,486 wired homes to obtain this figure.

Mrs. Consumer *Their Money*

years ago published a table of average American family. These continually quoted. Here they are and their sources indicated.



TOBACCO, \$65

The Retail Tobacconist says that \$1,870,000,000 worth of tobacco was sold in 1929. Divided by 28,800,000, the number of families in the United States as of January 1, 1930, gives the average \$65.



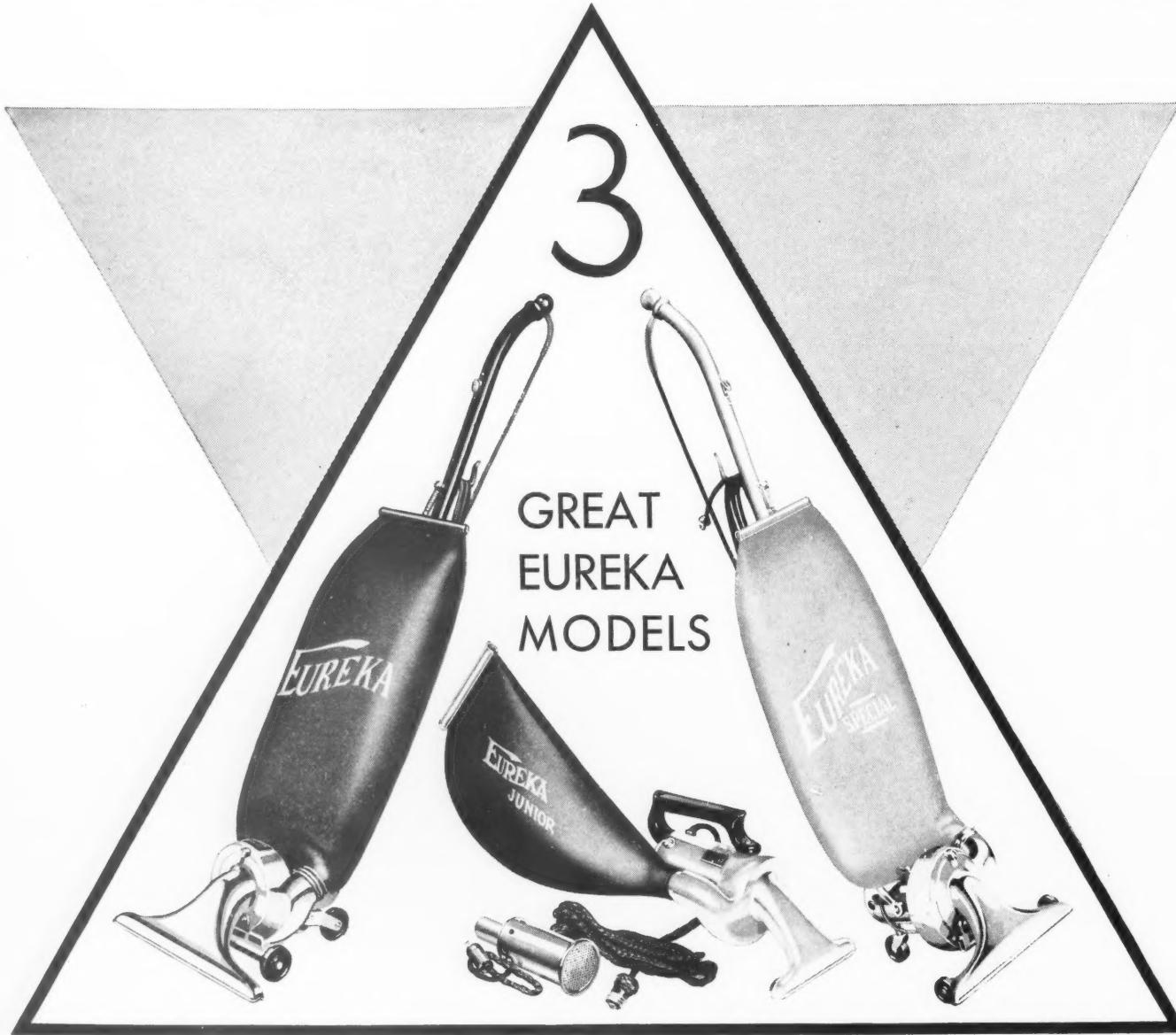
ELECTRICAL APPLIANCES, \$41

This figure is obtained by taking the total sales of electrical merchandise for home use in 1929: \$808,000,000, and dividing it by the 19,721,486 wired homes. Figures from January, 1930, Electrical Merchandising.

FACTS OF SIGNIFICANCE TO

3

GREAT
EUREKA
MODELS



Eureka Standard

\$56.50

Attachments
\$8.00

Eureka Junior

\$16.50

Electric (Heater) Dryer

Attachment

\$3.00

Eureka Special

\$39.50

Attachments
\$6.00

EUREKA
VACUUM CLEANER

EVERY VACUUM CLEANER DEALER

Eureka 1929 Sales Increase Is Approximately Equal To Increase of Entire Industry

Sales of Eureka Vacuum Cleaners for 1929 were over 31,000 units ahead of the 1928 total, while the estimated increase for all makes of electric cleaners combined amounted to 33,652 units. It is evident that the increased demand for the Grand Prize Eureka accounted for practically the entire sales gain registered by the electric cleaner industry last year.

Eureka Junior Immediately Established As Fastest Selling of All Electric Hand Cleaners

Shipments of the new Eureka Junior (introduced in September) equalled, in the last quarter of 1929, 40% of the total combined shipments of all other "makes" of electric hand cleaners during the entire year. Thus, within four months of its introduction, the Eureka Junior had established itself as the fastest selling of all cleaners of its type.

January, 1930, Shows 51% Sales Increase—Greatest January In Eureka History

Sales of the three great Eureka models in January continued to mount, resulting in an increase of 51% over the same month last year, and making it the greatest January in Eureka history.

Eureka leadership was never more convincingly evidenced than by these facts. Their significance cannot escape any dealer who wants to build up his vacuum cleaner business to maximum volume and profit in the shortest possible time. Address the factory for complete details of the Eureka franchise and merchandising plans.

EUREKA VACUUM CLEANER COMPANY, DETROIT, MICH., U.S.A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario. Branches: 8 Fisher St., London, W. C. 1, England; 299a-301 Castlereagh Street, Sydney, Australia

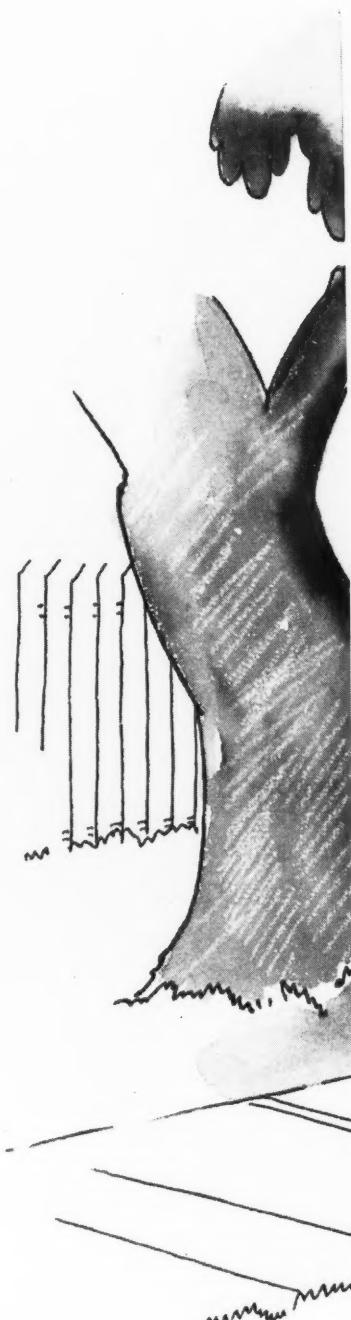
(578)

EUREKA
VACUUM CLEANER

THE painter may be skilled; the weather, and the condition of the wood may be right—but, whether the house owner gets his money's worth, depends on the paint. You can't get a good paint job without good paint.

Neither can an electric heating device be good, unless its heating element is good. The heating element is the vital element. Recognizing this, the heating device industry makes its heating elements out of CHROMEL. And in so doing, the device manufacturer entrusts the good-will value of his good name, to CHROMEL. In selling good devices that are CHROMEL equipped, you, too, are safeguarding your own interests.

CHROMEL is the original alloy of nickel and chromium used for heating elements. It resists oxidation in a remarkable way, and therefore lasts a long time. For 23 years, CHROMEL has been building for itself a reputation of being a dependable heating element material—uniformly good, year in and year out. This is one of the reasons why you receive so few complaints from your heating appliance customers. It will pay you to remember . . .



... What good
paint is to
the painter . . .



Hoskins

is to the Electric

HOSKINS MANUFACTURING COMPANY



Chromel wire

Heating Industry

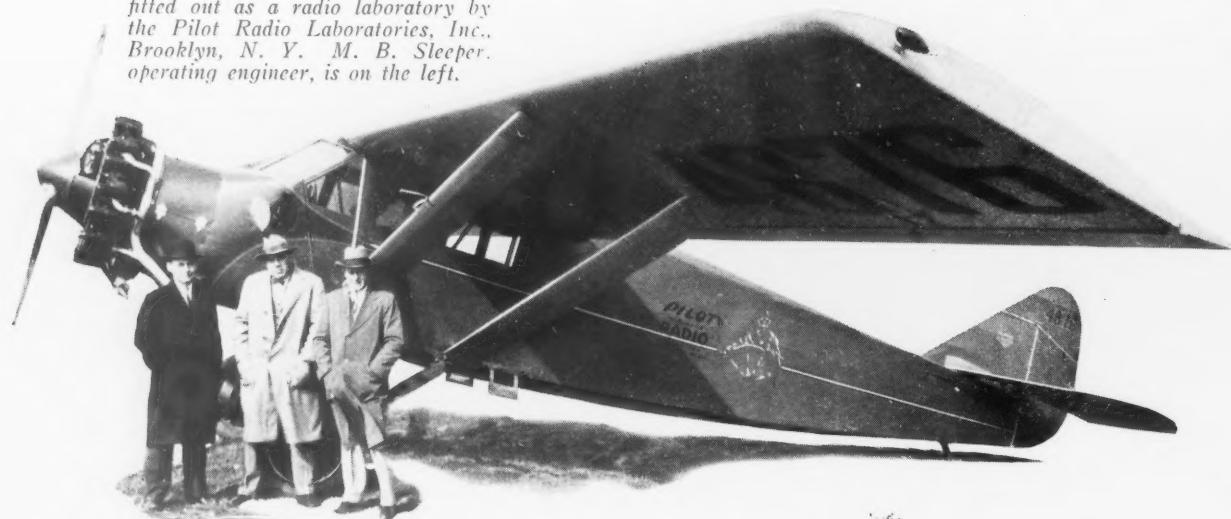
BOSTON, NEW YORK, CLEVELAND, CHICAGO, SAN FRANCISCO

IN CANADA

HIRAM WALKER & SONS, METAL PRODUCTS LTD.,
WALKERVILLE, ONT.

4445 LAWTON AVENUE, DETROIT, MICH.

The Stinson-Detroiter below was fitted out as a radio laboratory by the Pilot Radio Laboratories, Inc., Brooklyn, N. Y. M. B. Sleeper, operating engineer, is on the left.



(Above) A Curtiss-Robin plane in front of the hangar. Gust Imm, left, owns the hangar, field and planes. Transportation is furnished at approximately 15c. per mile. On the right is Vernon H. Sprague, sales engineer for the company.



(Right) Three of the planes employed by the Otter Tail Power Company in their commercial activities. Forced landings are occasionally necessary, according to Mr. Kennedy, but the nature of the country rarely makes them dangerous.

More WINGS

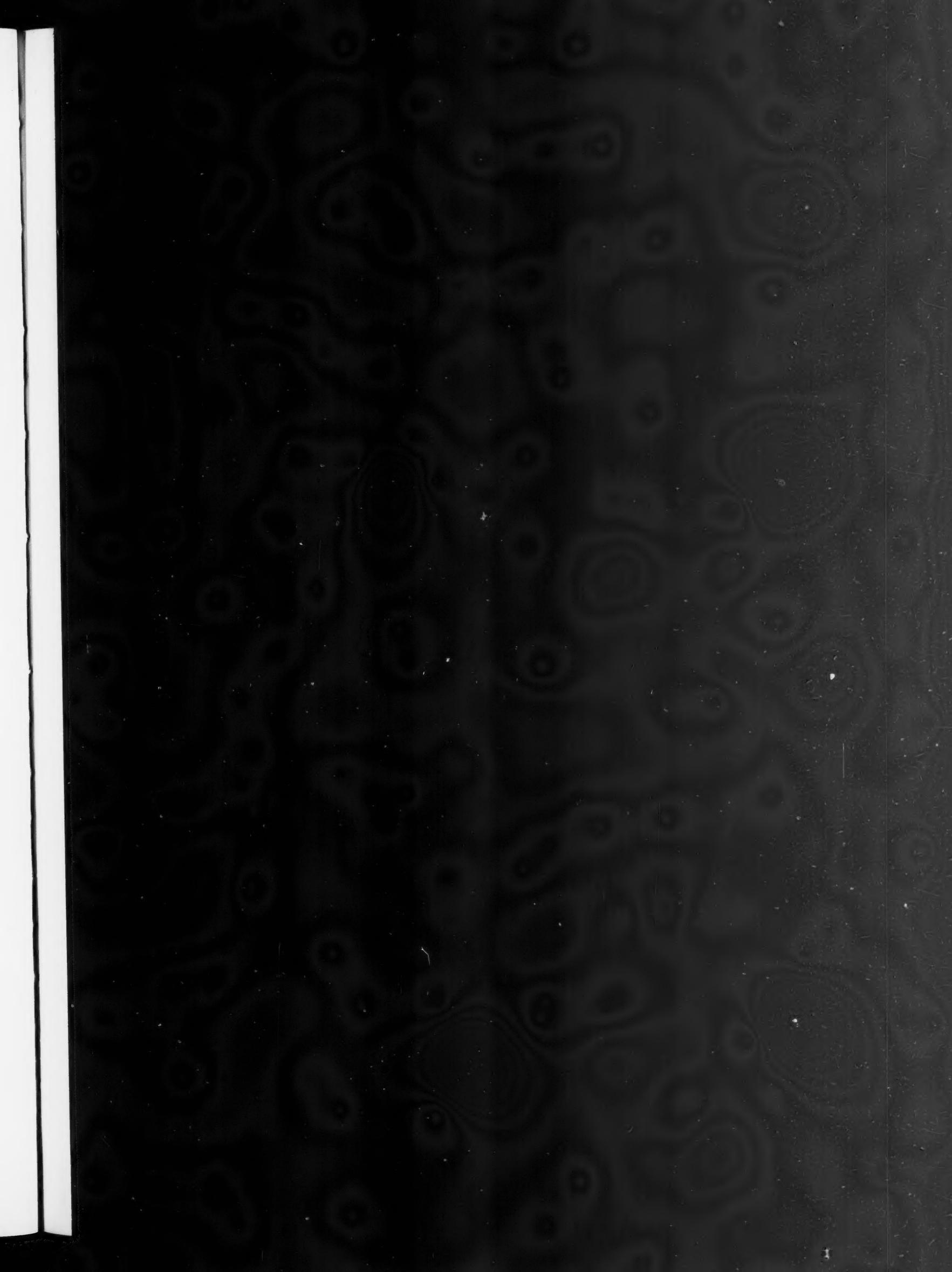
Some further uses of the airplane in the electrical industry

THE Otter Tail Power Company, Fergus Falls, Minn., operates over a wide area, its customers being in small towns within a radius of five or six hundred miles. The airplane has been widely used in contacting these scattered points, according to C. S. Kennedy, general manager of the company. Looking after construction crews, locating

line trouble and engaging in various commercial activities are easily taken care of with the airplane.

The picture at the left shows one of the Waco open planes, Martin Ness, assistant superintendent of the company (left), and the pilot.







Cord Makers Adopt Trade Practice Rules

A trade practice conference for the Flexible Cord and Heater Cord Industry was held in Washington, D. C., October 10, 1929, under the direction of Commissioner Edgar A. McCulloch, Chairman, Federal Trade Commission, assisted by Stephen C. Van Fleet, Assistant Director of Trade Practice Conferences.

On the basis of production, about seventy per cent (70%) of the industry was present or represented at the Conference.

After an explanation of the objects and purposes of the Conference by Commissioner McCulloch, Stewart N. Clarkson, Assistant to the Director, National Electrical Manufacturers' Association, was unanimously elected Secretary for the Conference.

The rules as here announced become the rules of business conduct for the industry on the subjects covered. Those appearing in Group I are regarded by the Commission as condemning unfair methods of competition in violation of the law, and are affirmatively approved. Those appearing in Group II are received as expressions of the trade.

Group I

The sale or offering for sale of any product of the industry with misrepresentation calculated to deceive customers or prospective customers as to the quantity, quality, substance or size of such product, is an unfair trade practice.

The false marking or branding of products of the industry with the effect of misleading or deceiving purchasers with respect to the quantity, quality, grade or substance of the goods purchased, is an unfair trade practice.

The wilful interference by any person, firm, corporation or association, by any means or device whatsoever, with any existing contract between a seller and a purchaser, in or about the production, manufacture, transportation, purchase or sale of any product handled by the industry, or the performance of any contractual duty or service connected therewith, such interference being for the purpose or with the effect of dissipating, destroying or appropriating, in whole or in part, the patronage, property or business of another engaged in such industry, is an unfair trade practice.

The defamation of a competitor by words or acts imputing to him dishonorable conduct, inability to perform contracts, or questionable credit standing or the false disparagement of the grade or quality of his goods, is an unfair trade practice.

The circularization of threats of suit for infringement of patent or trade-mark among customers of a competitor, not made in good faith and for the purpose of harassing and intimidating customers is an unfair trade practice.

The selling of goods below own cost for the purpose of injuring a competitor and/or with the effect of lessening competition is an unfair trade practice.

Any discrimination in price between purchasers of the same class, not including discrimination in price on account of the difference in grade, quality or quantity of the product sold, or which makes only due allowance for difference in cost of selling and transportation, or discrimination in price in the same or different communities, made in good faith to meet competition, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly, is an unfair trade practice.

The secret payment or allowance of rebates, refunds, credits, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special service or

privileges not extended to all purchasers under like terms and conditions, is an unfair trade practice.

Group II

The owner of a patent or trade-mark should in fairness deal directly with the alleged original infringer rather than attempt to intimidate his customers.

It is hereby declared that special quantity prices should be applicable only to a definite quantity of goods which are placed in one order and, at the option of the seller, to be forwarded in one shipment as promptly as possible.

It is a commonly accepted fact by insurance interests, electrical inspectors, municipal and state authorities and manufacturers that electrical wires, cables and cords which are not of the character recognized by the National Electrical Code for construction and usage as approved by the American Standards Association, and standards for which are established by Underwriters' Laboratories, Inc., in co-operation with the industry and approved by the American Standards Association, are a distinct and increasing hazard to life and property.

As the shipment by manufacturers of unlabeled products of the industry makes possible the easy substitution of products of a lower quality for those of a higher quality, particularly such material as is removed from the original factory container, the industry hereby records its approval of the labeling or identifying by manufacturers, in accordance with accepted standards of the industry, of all products of the industry in such manner as to establish the grade, quality and quantity of the product as a means of preventing unfair competition and deception of the purchasing public.

The making of contracts at specified prices for an unspecified quantity or the making of contracts which require delivery of the specified quantity at specified times, as determined by the purchaser, but which do not require such purchaser to accept said quantity within the same period, is condemned by the industry.

The term "cost," in the opinion of the industry, should be interpreted to include among other items the cost of raw materials, transportation, manufacturing, depreciation, depletion, obsolescence, interest on investment, selling and administrative expense. It is the judgment of this Conference that all manufacturers of flexible cord and heater cord should adopt a uniform cost system.

In order to protect the public from price discrimination and to inform it of market prices of electrical wire products, the industry hereby records its approval of the widest possible prompt publicity to the purchasing trade of all price lists and of all notices of advance or decline in prices made by any manufacturer.

As packing and freight are necessarily reflected in price, and as the variable practice on the part of sellers of requiring purchasers in some instances to pay such charges and in other instances of assuming such charges causes unfair price discrimination, the failure of the seller to require the purchaser in each instance to pay published charges for packing and freight is condemned by the industry.

The payment of any commission to other than bona fide agents of manufacturers who render a service and/or in such manner that any part of it goes to the purchaser directly or indirectly through a medium of partners, influential friends or under any other guise whatsoever is in effect a secret rebate, and is condemned by the industry.

The industry hereby records its approval of the definition of a qualified wholesale distributor of electrical wire products to be one whose principal business is selling to the retail distributor who carries a well selected stock of merchandise, buys in suitable quantities, warehouses a reserve stock for retailers within a radius of economical distribution and convenience of service, resells in proper units to the retailer as economically as possible, assumes the credit risk and such other obligations as are incident to the transportation, warehousing and distribution of electrical wire products.

"A Committee on Trade Practices is hereby created and empowered to investigate whether these resolutions are being observed, to make complaints concerning alleged violations, to co-operate with the Federal Trade Commission and generally to perform such other acts as may be reasonably necessary and proper to put these resolutions into effect and accomplish the objects and purposes of this conference."

Customer Returns by Departments

HERE are the percentages of customer returns by departments as determined by the committee on causes of returns, and reported at the sessions of the Store Managers Division of the National Retail Dry Goods Association at the recent convention in New York.

The figures given are not average figures, but typical or normal figures of reporting member stores with annual volumes of business ranging from \$750,000 to more than \$15,000,000. They are percentages of gross sales for 1928.

Silks and velvets	2.1	Men's furnishings	5.6
Woolen dress goods	2.1	Men's hats and caps	3.8
Cotton wash goods	1.1	Boys' wear	11.1
Linens	6.4	Men's and boys' shoes	7.8
Domestics, muslins, sheets, etc.	3.48	Total men's and boys' wear	8.2
Patterns	1.3	Furniture, beds, mattresses, springs	15.2
Linings	1.4	Oriental rugs	24.7
Blankets and comfortables	9.8	Domestic floor coverings	14.1
Total piece goods division	4.6	Draperies, curtains and uphol- stery	8.2
Laces, trimmings and em- broderies		Lamps and shades	12.9
Ribbons	2.0	China and glassware	7.8
Notions	2.3	Electrical household applic- ances	10.0
Toilet articles and drugs	1.9	Miscellaneous housefur- nishing	8.0
Silverware	7.1	Gift shop	10.0
Jewelry	9.5	Pictures, framing and mir- rors	8.6
Umbrellas, parasols, canes	4.6	Pianos	28.3
Art needlework, art goods	6.0	Musical instrument and sheet music	15.2
Stationery	3.0	Radios	23.1
Books and magazines	2.4	Talking machines and rec- ords	20.9
Total smallwares division	5.2	Total home furnishings division	15.1
Neckwear and scarfs	6.8	Toys	5.7
Artificial flowers	4.6	Sporting goods	6.2
Handkerchiefs	1.9	Luggage	7.8
Millinery	6.8	Tires and auto accessories	8.3
Gloves	5.3	Restaurant, fountain, bakery	0.1
Corsets and brassieres	12.2	Candy	0.4
Hosiery	3.0	Groceries and meat	0.9
Knit underwear	7.2	Beauty and barber shop	0.6
Silk and muslin underwear	7.8	Total miscellaneous divi- sion	4.1
Petticoats and slips	9.7	Total of main store	11.9
Negligees	16.7	Basement piece goods	2.3
Infants' wear	10.3	Basement small wares	3.7
Small leather goods	8.4	Basement ready-to-wear accessories	3.4
Women's shoes	15.1	Basement women's and misses' ready-to-wear	11.7
Children's shoes	9.6	Basement men's and boys' wear	5.4
Total ready-to-wear acces- sories	8.5	Basement home furnish- ings	7.6
Women's coats	15.9	Basement miscellaneous	2.9
Women's suits	15.7	Total basement division	7.1
Women's dresses	14.9		
Popular priced dresses	17.0		
Blouses and skirts	18.8		
Misses' coats and suits	19.5		
Misses' dresses	19.1		
Juniors' and girls' wear	16.1		
Sports wear, incl. sweaters and knitted apparel	19.3		
Aprons and house dresses	16.1		
Maids' and nurses' uni- forms	12.5		
Furs	21.1		
Total ready-to-wear	19.6		
Men's clothing	8.3		

Home Service and Merchandise Sales

FROM home service methods described by women from all parts of the country at the recent National Home Service Conference, the inference is that it is general practice for the central station home service department to co-operate closely with the sales department. Although the home service woman does not actually sell appliances, she nevertheless, by the very nature of her work, makes a tremendous contribution to merchandise sales.

This being the case, some provision should be made for a more definite tie-up between the home service and sales organizations within the industry. This co-operation should begin, quite naturally, in the work of the Home Service Subcommittee and that of the Commercial

As the

National Section of the National Electric Light Association. The Home Service Subcommittee as a whole or individual members of it should be invited to attend discussions of all matters pertaining to the use and sale of electrical appliances.

To the home service woman, on one hand, a broad picture and a deeper understanding of the problems and practices that enter into appliance merchandising, from the designing of the appliance until it is in the customer's hands, would be of great value to her in her educational work with the women who use electrical appliances.

The counsel of home service women, on the other hand, would result in the production of appliances perfectly suited for use in the home and therefore of absolute service to the women who buy them.

Paying for Pioneering

PROMOTION of new appliances costs money. Promotional investment is the legitimate reason for the deficits in utility merchandising operation.

Washers and cleaners although of limited load value are important merchandise in central station selling programs. They are the missionaries for the whole appliance line. They have the highest good will value. They also show a profit.

The use of profits is the company's own business, and if it wants to apply the profit on washers against the expense of pioneering such other equipment as ranges and water heating, nobody can have any criticism. These profits, however, should be earned as any other merchant earns them, on customary trade margins and through the control of expenses. If to obtain utility business, manufacturers increase margins and also extend more sales and advertising help, they are reducing their own profits to a point below legitimate return. Such a condition would not be good for the washer industry, for the dealers, or for the central stations themselves.

The Spread of an Idea

THE district representative plan in central station merchandising seems to be gaining momentum. Scarcely a week goes by but another utility foregoes high-pressure methods of moving merchandise and institutes the home representative plan.

Briefly, the plan in its essentials provides for the contacting of anywhere from 1,500 to 4,000 meters by a single man who makes that portion of the company's customer his own particular business. It is his own little township, in a way, in which his job is to represent the company to the customer and to see that his customers receive the best of service.

The plan is essentially right in that the contact with the customer is an intimate, personal one. The representative knows the housewife, becomes familiar with

Editors See It

the electrical equipment of the home, and is in a position to make suggestions as to the acquisition of new devices.

Price-cutting, the premium abuse, long-term payments and other unsound selling methods are rapidly being displaced. A number of utilities have yet to revise their selling practices but the industry, as a whole, begins to realize that it is in the business of selling commodities as well as service.

Needed Information

THE first decennial Census of Distribution at present being undertaken by the Bureau of the Census at Washington should throw an interesting light on the market for electrical goods and the many diversified outlets handling them.

A not unfamiliar complaint of the electrical dealer is that of lessening profit in the sale of appliances—they are being sold, it is said, by every type of outlet from the drug store to the vendor of cigars. Granted. Exactly to what extent, incidentally, the distribution census should tell us. In the meantime, it would not be out of place, perhaps, to point out that the reason a number of diversified types of retailers are moving the smaller table appliances in considerable quantities, is that there is an active and constant demand for them on the part of the public. Your busy store-keeper is not going to clutter his shelves with slow-moving merchandise, and toasters, percolators, irons, etc., given reasonable display, are snapped up by Mrs. Consumer.

"The Public Wants Electrical Equipment"*

FEW industries have less reason for a disturbed outlook than in your own (the electrical industry). I realize that you have your full share of problems—stiff competition, narrow profit margins, surplus plant capacity, high distributing costs, quick obsolescence in many items, etc. Even so, your products are ones in which the public is vastly interested. Many of them have passed distinctly beyond the luxury stage; they are regarded as indispensable to modern living. Many others which are still luxuries are wholeheartedly wanted—there is a predisposition for them in homes throughout the country. All progress, the psychologists tell us, is based on creating more desires among people. If they want a product badly enough they will find a way to get it—slow times notwithstanding. The American people definitely want electrical equipment—vacuum cleaners, radios, electric refrigeration—not to mention the hundreds of small accessories which are now standard equipment in the modern home. Through replacements

*From an address by A. E. Bryson, vice-president, Halsey Stuart & Company, before the Merchandise Sales Conference, Commercial Section, Great Lakes Division, N.E.L.A.

in homes already equipped, through initial installation in the 30 per cent which are not even yet wired with electricity, to say nothing of the very considerable number of homes that are only partially equipped, a market of very large proportions still awaits you. Earning power has not been appreciably affected in most of those homes. Greater caution is there, it is true, and more exacting buying requirements. But a favorable attitude toward your product is still there. Need any two-fisted merchandise manager be disheartened by that situation?"

Senators Must Keep Cool

THE Senate is preparing for a hot time this summer, but not figuratively speaking. Explanations had been tendered that the item of \$4,000 in the deficiency bill for electric fans, is merely to replace worn-out equipment and does not imply that precautions are being taken to cool senatorial brows in anticipation of a tariff deadlock during the torrid days. To the horror of electricians it has been revealed that the electric fans in the senators' offices have been working since 1896.

Life's Darkest Moment - - - - - By H. T. Webster



Courtesy N. Y. World

New MERCHANDISE

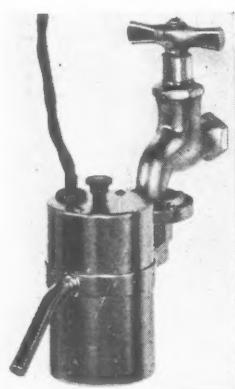
A Review of the New Appliances that have recently appeared on the Market



Electrotome Electric Clock

Illustrated is the "Normandy" model, No. 210, of electric synchronous-type clock made by the Electrotome Manufacturing Company, 189 West Madison Street, Chicago.

This new clock has solid walnut or mahogany case with marquetry inlay and carved ornament. It is 7½ in. wide, 7½ in. high and 3 in. deep at the base and has a 4-in. silver-finished brushed aluminum dial. An alternate red and white tell-tale on dial revolves when clock is running. The clock has synchronized low-speed movement, operating on 110-volt, 60-cycle alternating current. The movement is permanently lubricated. The intended list price is \$14.50.—*Electrical Merchandising*, April, 1930.



Instantaneous Water Heater

Fitting right over the cold water faucet, the new instantaneous water heater of the Hot Shot Electric Water Heater Corporation, 520 North Michigan Avenue, Chicago, is designed to supply hot water instantly at the touch of a button. It operates from the lighting circuit and its intended retail price is \$12.50.—*Electrical Merchandising*, April, 1930.

Hirsch Spee-Dee Washer

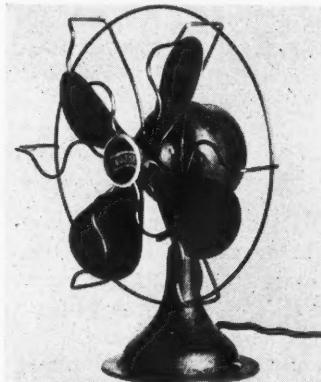
Rubber hands instead of metal blades, in the bottom agitator of the "Spee-Dee" washer, carry the clothes through the water. This new washer is made by the Hirsch Company, Duluth, Minn. Some of the features of the new machine are the seamless aluminum tub with heat-retaining air space, the adjustable legs, the removable splash ring, automatic wringer tension, balloon rolls, rustless all-aluminum wringer.

The suggested list price of the new washer is \$110.—*Electrical Merchandising*, April, 1930.



White Cross Turnover Toaster

By simply dropping the doors of the new No. 227 "White Cross" turnover toaster, the toast is automatically reversed without being touched by fingers. The toaster is of two-slice capacity and has an "on" and "off" toggle switch mounted in the base. It is of modernistic design, finished in nickel and trimmed with black ornamental fiber handles. The heating element is of ribbon wire wound on mica. Rating, 550 watts. Its intended retail price is \$4.80. The National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill.—*Electrical Merchandising*, April, 1930.



Westinghouse 8-in. Fan

A new 8-in., non-oscillating fan, to retail for \$5, has been announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

Portable, the fan is light enough to be moved and used wherever fan comfort is desired. It can be used on a desk or table or adjusted for wall mounting. The finish is black crackle.

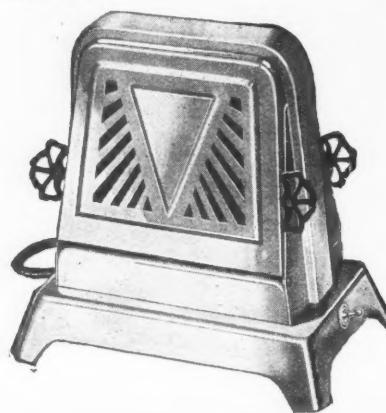
The new fan has an induction motor and is furnished for 50 or 60 cycle operation only. The motor body and base are cast iron; the blades are heavy-gauge sheet steel and the guard substantially made of heavy steel wire. The motor has a shaded pole winding, equipped with a single bearing. Machine oil, flowing through a felt wick, is used for lubrication. The fan is single speed, controlled by an on-and-off switch in the base.—*Electrical Merchandising*, April, 1930.



Westinghouse Sandwich Grill

By a simple adjustment of the hinge, the new Westinghouse sandwich grill becomes a double griddle, speedy and convenient for frying pancakes. The grill will fry eggs and broil or grill steaks or bacon.

Resembling a waffle iron in shape, the grill is attractively finished in nickel and comes complete with six-foot black and gold silk-covered cord. The intended retail price is \$12.50. Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.—*Electrical Merchandising*, April, 1930.



New Electrical Merchandise



Hoover-Konate Moth-Proofing Compound

Damage from moths is estimated at about a hundred million dollars annually. Because of this appalling figure, it is certainly evident that an effective moth-killing compound is of extreme interest everywhere.

As one of its newest and most important products, the Hoover Company, North Canton, Ohio, manufacturer of the well-known "Hoover" cleaner, has developed a moth-proofing compound, known as "Hoover-Konate."

This new compound is applied to fabrics by means of a spray and for this purpose The Hoover Company makes a sprayer that will operate on any electric cleaner. It is described as absolutely non-toxic, is invisible and inodorous after drying and adheres evenly, like a dye-stuff. It is not put in a water solution and therefore does not shrink fabrics; it does not dust off and is not affected by brushing, steaming or vacuum cleaning.

"Hoover-Konate" was developed at the Mellon Institute of Industrial Research of the University of Pittsburgh. It is a liquid of two chief ingredients, one of which was never before used, by itself or in any compound, for the purpose of combating moths. Active ingredients are in excess of 99 per cent. The substance is so unpalatable to moth larvae that they refuse treated fabrics as food and die of starvation if there is no untreated material nearby to feed on.

This new compound is distributed solely through The Hoover Company and is available through dealers and its own sales organization in quart, gallon and 5-gallon containers. — *Electrical Merchandising*, April, 1930.

Eagle Commercial Toaster Element

A commercial toaster element which can be used with many commercial toasters, such as the "Toastmaster," is being brought out by the Eagle Electric Manufacturing Company, Inc., 59 Hall Street, Brooklyn, N. Y. The element is made in ratings of 2.3 amp., 2.6, 4.6 and 4.9 amp., to meet all requirements. — *Electrical Merchandising*, April, 1930.

Beardslee Shade-Lyte Bathroom Light

A new Series 50 "Shade-Lyte" lighting unit for bathroom use has been designed by the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago.

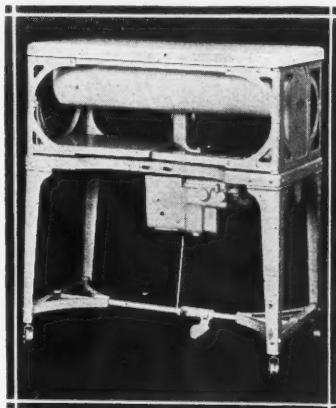
The complete line consists of four brackets and one ceiling light of bronze metal, finished in chromium and color. The standard colors are orchid, green, black and ivory. This new line has all the features of the "Beardslee Shade-Lyte." The lamp is entirely concealed. Pull chain control. The intended retail price is \$13. — *Electrical Merchandising*, April, 1930.

Universal Ironer

When not in use, the new "Universal" ironer of Landers, Frary & Clark, New Britain, Conn., is a convenient kitchen table.

This new ironer has 26 in. open-end roll, with diameter of 6½ in. It has chromium-plated shoe, 5x26 in., and a pressure on shoe of 100 lb. It has automatic foot control, leaving both hands free to smooth and feed ironing into the machine, and hinged feed board.

The total current consumption is 1,300 watts (motor, 150 watts and shoe, 1,150 watts). The machine has finish of pearl gray lacquer, with feed board and top of white enamel. The intended list price is \$112.50. — *Electrical Merchandising*, April, 1930.



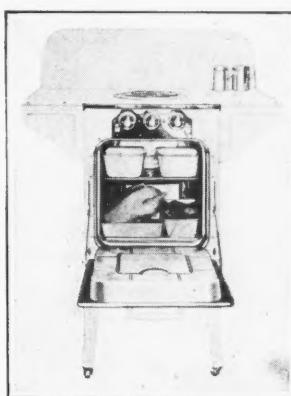
Niagara Wall-Outlet Range

The Jewett Refrigerator Company, Buffalo, N. Y., announces a new electric wall-outlet range, the "Niagara." This new range is equipped with single burner top plate and two oven units. All three elements are quickly removable and are held in place by three stud contact screws. Each element is placed in an aluminum tray, having insulated terminal posts. The 8-in. top element has a full capacity of 1000 watts; that of each oven unit, 500 watts. Total consumption is 1250 watts at 110 volts, the demand being automatically controlled by special switching arrangement which allows full rating of the element to be used according to the position of the switch.

Oven lining is of sheet aluminum with rounded corners and measures 13 in. x 13 in. x 15 in. The oven is heavily insulated and is equipped with heat indicator, mounted on oven door. It is fitted on the back with a special breather tube, which compensates the pressure in the oven with the outer atmosphere.

The floor area required is 20 in. x 18 in.

Cooking top, shelves and splasher are finished in porcelain; sides and door in lacquer. — *Electrical Merchandising*, April, 1930.



Crosley Radios

Several distinctive features are incorporated in the new "Companionship" series announced by the Crosley Radio Corporation, Cincinnati, Ohio.

These new sets, the announcement states, are now within the reach of everybody, both as to size and cost. Names given these new models are "Chum," "Playmate," "Comrade" and "Buddy," "Partner" and "Cronie" are two larger models.

Features of the new radios are the newly-designed low console utility cabinets; improved Dynacone and Dynacoil speakers; "tone-testing" by leading musicians; and screen grid Neutrodyne chassis.

The "Buddy" and "Chum" models are designed to take six tubes, two screen grid No. 224, one No. 227 tube as a bias type power detector feeding into two No. 171-A's connected push-pull, and a No. 230 rectifier tube. The "Playmate" set incorporates the 7-tube Monotrad chassis and the "Comrade" the refined Unitrad eight-tube chassis. Intended retail prices of the "Buddy," "Chum," "Playmate" and "Comrade" are, respectively, \$55, \$75, \$90 and \$105, less tubes. — *Electrical Merchandising*, April, 1930.



Burgess Revolving Head Flashlight

A 45 deg. revolving head is an original feature of the new flashlight introduced by the Burgess Battery Company, Harris Trust Building, Chicago, Ill. This new flashlight of fool-proof construction, has multi-angle head which can be turned to any desired angle or used as a regular flashlight.

Other features are a belt-clip and a garter ring which permit use of both hands plus directing light rays on the object, and a new 3-position safety switch. The belt-clip is so made that the light may be laid on rough surfaces and still direct a steady beam of light. The flashlight uses two standard No. 2 Uni-cel batteries and a No. 14 Mazda lamp. — *Electrical Merchandising*, April, 1930.

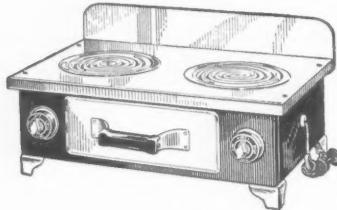
New Electrical Merchandise

Nesco Bak-O-Grill

A two burner hot plate and an oven drawer are combined in the new "Nesco Bak-O-Grill" of the National Enameling & Stamping Company, Inc., 12 Twelfth Street, Milwaukee, Wis.

This new cooking appliance is designed for operation from the lighting circuit, from any convenient wall outlet. It has a total wattage of 1,200. The burner plates are quickly detachable. The oven drawer has its own insulated heating unit, self-cleaning. It is made of seamless aluminum, with rounded corners and edges and measures 12 $\frac{1}{2}$ in. x 10 $\frac{1}{2}$ in. x 3 $\frac{1}{2}$ in. The oven drawer pulls out to automatic stop and cannot fall. The grill rack has close cross bars to prevent foods from falling through.

The size of the "Bak-O-Grill" is 21 in. long, height 7 $\frac{1}{2}$ in. and depth, 15 $\frac{1}{2}$ in. It has chromium-plated top, splash back, drawer panel and feet. The intended retail price, east of the Rockies, is \$23.50, western prices slightly higher.—*Electrical Merchandising*, April, 1930.



Electricutter Ice Cube Cutter

Homes not yet equipped with electrical refrigeration will welcome the new electric ice cube cutter manufactured by the Rutenber Electric Company, Marion, Ind.

This novel ice cutting device is declared to cut twelve cubes in five minutes. It is finished in porcelain enamel.

The intended retail price of the "Electricutter," complete with handle chipper, is \$4.50. A "Cubie," non-electric cutter, designed to furnish cubes at the rate of twelve an hour, is \$1.75.—*Electrical Merchandising*, April, 1930.



Universal Campaign Percolator

For special percolator campaigns, Landers, Frary & Clark, New Britain, Conn., is offering a 6-cup electric percolator, E9876, employing the "Universal" patented percolating process. The percolator is finished in nickel and is listed at \$8.95.—*Electrical Merchandising*, April, 1930.



Westinghouse Ornamental Lighting Units

Announcement has been made by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., that ornamental Sollaire lighting units are now being offered in suspension, ceiling and bracket types. A composition crown on the globe and ornamentation on the husk and canopy are new decorative features as is also the rich, antique, gold finish.

For use in corridors of buildings, in banks, hotel rooms, lobbies and other such places, a new cast bronze hanger has been introduced. This new Sollux Luminaires has antique gold finish with burnished highlights and is suggested for installations requiring fixtures somewhat more ornamental than the ordinary commercial unit.—*Electrical Merchandising*, April, 1930.



Delco Automotive Radio Set

Announcement is made by General Motors of a radio receiving set for automobiles.

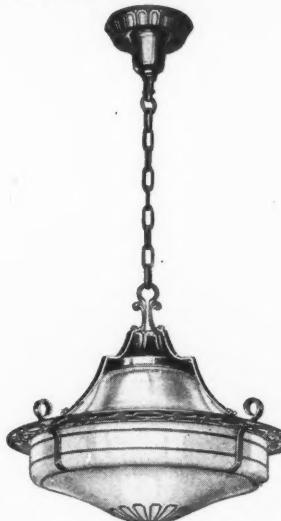
This new "Delco" Automotive Radio is manufactured by the Delco Radio Corporation, Dayton, Ohio. It is a five-tube receiver, using three screen grid tubes and operated by remote control from the instrument panel. It can be installed without changing a single unit of the car. The set is installed entirely out of sight beneath the car's cowl. Only three devices are to be found on the instrument panel, mounted at the right where they do not interfere with other instruments. They are a tuning dial, a volume control and a key switch.

Interference from passing objects is offset by an automatic volume control. Current is supplied by the car's storage battery and by four vertical type, standard size, 45-volt "B" batteries and one 22.5-volt "C" battery. A cone speaker is mounted on the dash, out of sight.—*Electrical Merchandising*, April, 1930.

Wakefield Office Lighting Units

Both ceiling and suspension units, with a wide selection of applied ornaments to meet the individual preferences of the specifier, are included in the series of new office lighting units of the F. W. Wakefield Brass Company, Vermilion, Ohio. A series of thirteen new variants is being offered.

Most notable of the new numbers is the suspension unit for 1,000-watt lamps. The design of a unit of this size and power, it is declared, involves serious technical problems in both illumination and mechanics. Low bowl brightness is essential to eliminate glare, yet must be attained without undue loss of efficiency. A safe support of the 25-lb. globe is fundamental, the manufacturer explains, yet this must also allow for economic maintenance.—*Electrical Merchandising*, April, 1930.



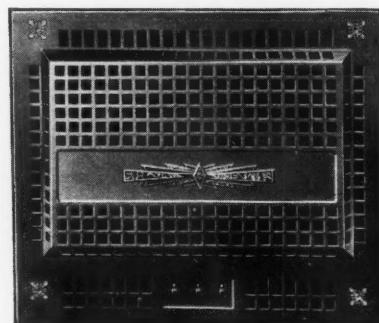
Hotpoint Built-In Air Heaters

For permanent installation into the walls of homes, offices and public buildings, the Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, is marketing an A35 wall heater. All models are equipped with tumbler switches, reducing installation wiring costs and eliminating extra switch mounting.

There are no exposed screws on the heater front. Spring clips, one at each corner, hold the front to the wall box and allow it to be removed easily for dusting and cleaning.

The heater is equipped with Calrod heating units. It has no exposed wiring which can be seen or touched through the grille. An adjustable mounting for the unit and reflector assembly allows for variations in wall plaster thickness.

The heater is made in capacities of 2,000, 3,000, 4,000, 5,000 and 6,000 watts, in standard voltages of 115 and 230.—*Electrical Merchandising*, April, 1930.



New Electrical Merchandise

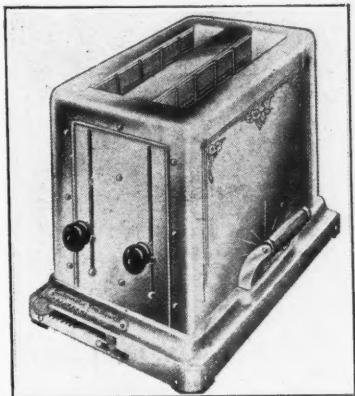


Star-Rite Hairdressing Set

Curler, waver and drying comb are included in the new hairdressing set announced by the Fitzgerald Manufacturing Company, Torrington, Conn.

The curler or waver rod is quickly and easily attached with a spring tension that is made to clamp the hair firmly. The curler rod is used for end curling and short hair, the waver rod for a deep, natural-looking wave. Either rod may be removed and the barrel used alone, for soft, round curling of long hair. Both curlers have 5-in. barrels, $\frac{1}{8}$ -in. in diameter. The comb is designed for quick drying of the hair.

The No. 1004 set, finished in rosewood or blue, with permanent cord, is listed at \$1.25 and \$1.45; with detachable cord, \$1.60 and \$1.75.—*Electrical Merchandising*, April, 1930.



Toastwell Automatic Toaster

In the new "Toastwell" two-slice automatic toaster of the Utility Electric Company, 620-30 Tower Grove Avenue, St. Louis, Mo., the heat is not cut off entirely by the automatic feature of the toaster, but is employed to preheat the toaster for the next slices of bread.

Two slices of bread are accommodated at one time in this new toaster. Operation is simple—by one lever. A bell rings when the toast is ready. The toaster may be opened up for easy crumb removal.

The intended retail price is \$12.50.—*Electrical Merchandising*, April, 1930.

Superlectric Automatic Toaster

Actual placing of the finished toast upon the plate is a feature provided by the No. 757 Superlectric Automatic Toast Server of the Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo. The toaster is 7 in. high, 9 in. long and 5 in. wide and may be had with nickel or chromium finish. It has rubberoid handles and feet. Manufacturer guarantees this new toaster for one year. The intended retail is \$6.75 in nickel, \$7.75 in chromium.—*Electrical Merchandising*, April, 1930.

Electric Radiator Cabinet

Made to slip over the radiator and equipped with electric heater units is a new electric radiator cabinet brought out by the Luna Metal Craft Corporation, 38-40 Emerson Place, Brooklyn, N. Y.

The cabinet is custom-built in a wide variety of designs, each enclosure being built to the exact measurements of the radiator to be enclosed. A choice of four distinctive patterns of grill is offered. The cabinet is finished in high-grade, baked-on enamel to harmonize with other room furnishings. It is made of heavy furniture steel and a humidifier is included. In addition to a range of tinted enamels, finishes of mahogany, oak or walnut are offered.

Heater units of 500 or 1,000 watts or larger may be had. The cabinet is made for operation from the lighting circuit and is furnished with 3-ft. to 6-ft. cord.—*Electrical Merchandising*, April, 1930.

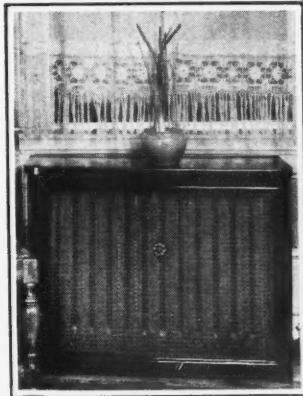
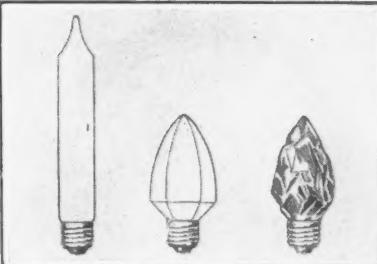
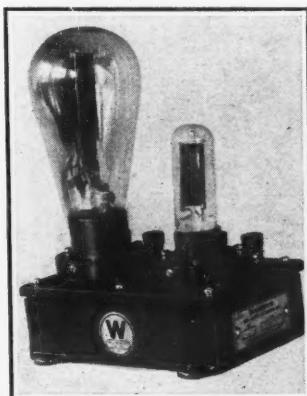


Photo-Electric Cell and Amplifier Unit

Some of the many applications of the photo-electric cell with amplifier, now being offered by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., are: sorting materials as to color, size and shape; counting items, where mass production requires speed; lighting control, for turning on and off artificial lights according to the intensity of the natural light; position indicator; light intensity meter; scanning material, ultra-violet ray meter; instrument for ascertaining fog height.

For some applications, complete apparatus has been developed and can be supplied as a unit; but for most applications where no standard apparatus is available, the photo-electric cell with its amplifier is sold as a unit to be applied by the customer.

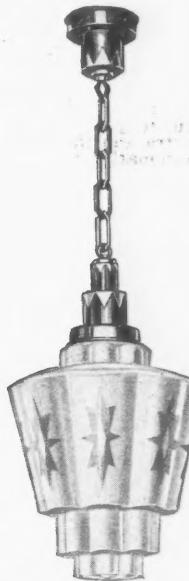
The amplifier unit consists of a die-cast aluminum box in which are mounted the necessary coupling devices.—*Electrical Merchandising*, April, 1930.



Nalco Specialty Lamps

The North American Electric Lamp Company, 114-24 South Grand Boulevard, St. Louis, Mo., is adding to its line of "Nalco" lamps, specialty lamps, made with carbon filament, in the Modernistic, Gothic and Candle types.

The lamps are fitted with medium screw base, 110-115-120 volts. The Candle lamp is known as TC9 and may be had in finishes of ivory, red and yellow. Gothic is known as Y16½ and Modernistic Flame as X16½. These two lamps are offered in finishes of ivory, black on ivory, gold on amber and silver on old rose. Special finishes, however, will be sprayed according to specification. The intended list price of the Candle lamp is 60c.; Gothic and Modernistic Flame, 40c.—*Electrical Merchandising*, April, 1930.



Wakefield Modernistic Unit

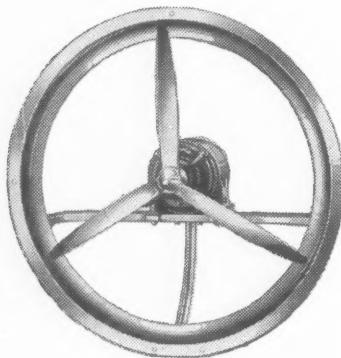
For restaurants, specialty shops, beauty shops and other new and re-decorated establishments seeking modern lighting equipment to fit a special decorative scheme, the F. W. Wakefield Brass Company, Vermilion, Ohio, is offering its new Modernistic unit.

The fixture may be had with suspension or ceiling hanger. Standard finishes for the hangers are E. S. Bronze and Matt Aluminum. The units are supplied with screwless holders of the toggle type, the holders being equipped with a soft fabric gasket and screw collar locking device to prevent collection of dust. They are wired, but can be supplied unwired with wire included, at no extra cost.

Suspension hangers can be supplied with semi-rigid or stem-and-loop construction.

The fixture is made in sizes to accommodate 100-150 watt, 200, and 300-500 watt lamps. List prices range from \$7.74 to \$17.74.—*Electrical Merchandising*, April, 1930.

New Electrical Merchandise



Nu-air Ventilating Fan

Either wall box or panel installation may be made of the "Nu-air" ventilating fan of the Meier Electric and Machine Company, 136 South Meridian Street, Indianapolis, Ind.

This new fan is intended for use in homes, offices, stores and small plants. It is a 12-in. fan, with three blades. The ring and support are of one-piece cast aluminum. The motor is of standard induction type, packed with wool yarn to assure uninterrupted lubrication service. Operation of the fan does not interfere with radio reception.

For wall box installation, the fan requires a wall opening $16\frac{1}{2}$ in. square. The panel for use with the fan is adjustable from 26 to 36 in. and is furnished complete with templates for fastening to window frame. The panel is of pressed steel, finished in pearl gray enamel. The 12-in. fan, 60 cycle, 1550 r.p.m., with capacity of 900 cu. ft. air per minute, is \$29.50. In 25-cycle, 1450 r.p.m., 850 cu. ft. per min., \$32.50. The panel is \$5 extra and the wall box, complete with automatic shutter (less fan) is \$30.

With three-speed, ball bearing motor (1,100/950/750 r.p.m.), complete with regulator, the 12-in. fan is listed at \$45 for a.c. use and \$47.50 for d.c.; in 16-in. size, \$57.50 and \$62.50.—*Electrical Merchandising*, April, 1930.



Nalco Health Lamps

Two new infra-red therapeutic lamps are being offered by the North American Electric Lamp Company, St. Louis, Mo. Model No. 1 is a portable, flexible-stand lamp; Model No. 2 is of hand type. The reflector of these lamps has nickel finish and measures $7\frac{1}{2}$ in. in diameter and 5 in. deep. A 200-watt "Nalco" therapeutic lamp is used. The intended retail price of Model 1 is \$7.50; No. 2, \$4.

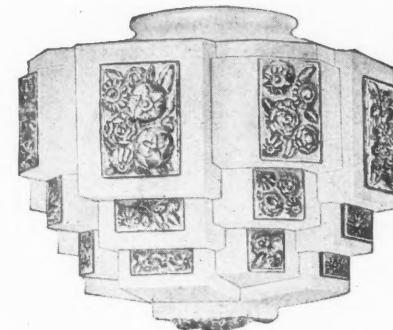
The infra-red therapeutic bulbs are furnished in 120-volt type but can be supplied in either the 32 or 220-volt types. The lamp is offered in Clear, Natural Ruby and Natural Blue. The intended list prices, for Clear, are \$1.10 and \$2; Natural Ruby, \$2.20 and \$4; and Natural Blue, \$1.65 and \$3.—*Electrical Merchandising*, April, 1930.

Tippit Electric Cigar Lighter

Most appropriately named is the new "Tippit" electric cigar lighter of the Electracraft Corporation, 161 Massachusetts Avenue, Boston, Mass., for it lights only when it is tipped. When upright or even upside down, it cannot light, for it automatically rights itself and turns off current.

The lighter has bakelite base in black, walnut, mahogany or Chinese lacquer red with caps of 14 karat gold plate, bronze or chromium and has 8-ft. silk cord in matching color. It is intended for operation from the lighting circuit, a.c. or d.c., 110-125 volts. The intended retail price is \$5.

In addition to its use as a lighter it can be turned into an ingenious automatic bedside lamp by replacing the element with a small flame lamp. With the lamp its intended retail price is \$5.50.—*Electrical Merchandising*, April, 1930.



Martele Commercial Modernizer

Following the success of the "Martele Modernizer," an adapter for modernizing old-style residence lighting fixtures, the Consolidated Lamp & Glass Company, Coraopolis, Pa., is introducing its commercial "Modernizer" for use in stores, offices and other commercial establishments where decorative lighting equipment is desired.

This new commercial line contains five units of stalactite design and two squat types. The glass may be had in Quite, ivory, French crystal or honey. These new "Modernizers" come in various sizes to meet demands of commercial installations.—*Electrical Merchandising*, April, 1930.

Betsy Ross Hot Plate

As an addition to the "Betsy Ross" line of appliances, the Central Flatiron Manufacturing Company, Johnson City, N. Y., is bringing out a new No. 910 hot plate. This new plate is 9 in. square and $5\frac{1}{2}$ in. high. It is rated at 600 watts at 110 volts. It is finished in nickel and comes complete with cord. A feature of this new plate is that the legs are so constructed that they will not mar a polished surface.—*Electrical Merchandising*, April, 1930.



Westinghouse Window Floodlight Unit

To supplement the illumination afforded by show window reflectors or for use where color effects are desired, the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has brought out a Chromilite window floodlight. This new unit is also suited for any colored interior illumination for which a film holder and gelatin films are supplied. The reflector is made of chromium-plated sheet brass and is practically indestructible. The small cast swivel base permits mounting on wall or ceiling.—*Electrical Merchandising*, April, 1930.



Edison Automatic 1-Gal. Coffee Urn

In the event that the new Edison coffee urn should boil dry or should the switch be turned on without water in the urn, a thermostatic switch will automatically open the electrical circuit and will close again automatically when sufficient water is poured in to cover units.

The urn is constructed on the percolator principle of preparing coffee. It contains an electrical heating unit, a valveless pump, coffee basket and distributor. With the exception of the unit all of these are removable from the urn.—*Electrical Merchandising*, April, 1930.

New Electrical Merchandise

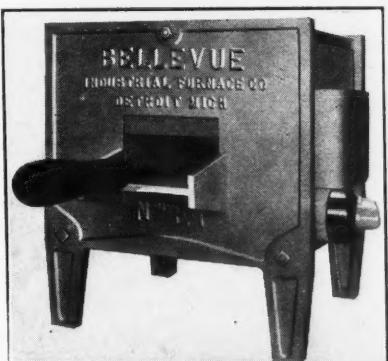


Jefferson Glass Lamps

Among the small, lower-priced lamps on the market are two models, offered by the Jefferson Glass Company, Follansbee, W. Va., one of which is pictured.

The lamp catalogued as 555/140, illustrated, is 10 in. high and has base of glass in a choice of colors including crystal, amber, amethyst, rose optic, jade and Jolivore (ivory) opaque glass. The shade, in matching color, is in 6-in. size, of pleated organdie. This lamp can be retailed for \$5.

The second lamp, not illustrated, is of vanity type and is 19 in. overall. It is known as 305/31 and has glass trim and matching 6-in. parchment shade in jade, ivory, rose and orchid. This lamp, also, retails for \$5.—*Electrical Merchandising*, April, 1930.



Soldering Iron Heater

Operating from a 110-volt circuit, the new electric soldering iron heater of the Bellevue Industrial Furnace Company, 2971 Bellevue Avenue, Detroit, Mich., is rated at 15 amp., 1600 watts. It is particularly adapted for maintenance work where gas is objectionable or not available and is recommended for use in various manufacturing and repair shops. The furnace can also be employed for laboratory purposes because of the high operating temperature possible. It is furnished complete with indicating snap switch, 10-ft. flexible heater cord and attachment plug.

No auxiliaries, it is declared, such as blowers, etc., are necessary for its operation.

The overall dimensions are 15½ in. wide x 13¾ in. high x 13¾ in. deep. The size of opening is 4½ in. wide x 1½ in. high, with chamber 5 in. deep. "Globar" cartridge type heating elements, it is explained, are replaceable while the furnace is at full heat. This heater can also be used for annealing and hardening of small parts. It has gray aluminum finish and is listed at \$50.—*Electrical Merchandising*, April, 1930.

Sylvania Decorative Lamps

Another manufacturer of the new Candle, Gothic and Modernistic lamps recently appearing on the market is the Nilco Lamp Works, Inc., Emporium, Pa.

This company is announcing seven of these new decorative lamps. The Candle type is in plain ivory; the Gothic and Modernistic in plain ivory, black on ivory and gold on rose. All the new lamps are of the 25-watt medium screw base, 110, 115 and 120-volt variety.—*Electrical Merchandising*, April, 1930.

* * *

Norge Refrigerator

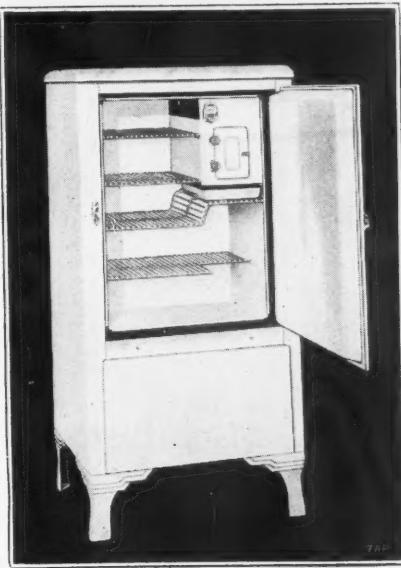
Announcement is made by the Norge Corporation, Detroit, Mich., a subsidiary of the Borg-Warner Corporation, of a new "Norge" electric refrigerator.

In describing this new refrigerator, the manufacturer points out that the freezer, connecting tubing and condensing unit may be installed easily or removed together without moving the cabinet. Tube openings in the back of the cabinet, it is declared, are unnecessary in this unit.

The compressor is known as the "Norge Rollator" and is claimed to be a refinement over the rotary type. A roller turns smoothly within a cylinder and performs the function necessary to refrigeration, it is explained, this principle eliminating the necessity of the piston, connecting rod and many other moving parts. The "Rollator" is said to be permanently quiet as the three principle parts operate submerged in oil, insuring less friction and longer life.

The freezing unit is equipped with vertical downdraft flues to provide increased air circulation over the freezer and to lower cabinet temperature quickly. The large ice cube compartment is enclosed by a self-closing porcelain door to prevent cubes from acquiring food odors and to prevent forming of frost on trays. A cold accelerator, adjustable to five points is located on the front of the ice cube compartment. Combined with it is a switch for starting and stopping the unit.

Cabinets are furnished in four, five and seven cubic foot sizes. The 4-ft. size has lacquer exterior and vitreous porcelain interior and the 5-ft. and 7-ft. sizes have porcelain interior and exterior. Hardware is finished in chrome. The shelves are of heavy parallel bar construction, hot welded and triple tinned. Another feature is the porcelain chill tray for crisping salads and storing foods which must be kept unusually cold.—*Electrical Merchandising*, April, 1930.



New Publications and Sales Helps

The Warren Telechron Company, Ashland, Mass., has under way a gigantic advertising and publicity campaign to assist Telechron dealers in commercial and household clock sales. Included in the material for this campaign are colored folders and mailing pieces, a 4-page letter, a 14 in. x 14 in. imitation bronze window or store sign, window strips and cardboard displays, advertising mats, in addition to the company's program of national magazine and radio advertising.

"Good News" is the title of a new monthly dealer publication just issued by RCA Radiotron Company, Inc., 215 South Fifth Street, Harrison, N. J. This new magazine, it is explained, is an authoritative publication on merchandising and is intended to bring to radio retailers each month the merchandising principles and practices which are building sales for countless retailers. In it are recorded the methods which successful dealers are using to build sales and profit.

The National Enameling & Stamping Company, Inc., Milwaukee, Wis., has prepared a giant window poster, in vivid color, calling attention to the many uses of its new "Nesco Bak-o-Grill."

"A Cleaner Home For Less Money," by Harriet Cavell, home economist, has been issued by the Premier Vacuum Cleaner Company, Cleveland, Ohio. This booklet is written in popular style, for the woman purchaser, and although it is not to be used for general distribution by dealers and salesmen, sample copies are offered free of charge upon request.

Landers, Frary & Clark, New Britain, Conn., have recently released to more than 10,000 utilities, distributors and other electrical outlets an unusually attractive portfolio promoting year-round waffle iron sales, stretching beyond the N.E.L.A. February drive. For this year-round campaign a consumer broadside and return postcard have been prepared, featuring the use of the Sparklet Syphon in the making of waffles and picturing the many other uses of this Syphon. In addition, a combination price offer is made for the waffle iron and Syphon.

The General Electric Company recently announced a new commercial application of the portable "Photophone" projector which has now been installed in each of the ten district offices of the Company. Through the use of this projector of sound motion pictures, salesmen and customers may see the latest developments in apparatus and hear descriptions of the processes of development and methods of application by the persons best fitted to describe them. The customer will have an opportunity to see the actual building of the apparatus and listen to a carefully prepared description by the engineer, the scientist or salesman; and officials of the company may directly address district office employees.

Dealer Helps from the MANUFACTURER

Window and store display material, counter cards and newspaper mats to aid the dealer in selling his wares.



SYLVANIA LAMP DISPLAY

Revolving from the heat of an ordinary lamp attached to this new "Sylvania" display, a patented device reflects a continuous flood of changing colors through the lamps on the tray.



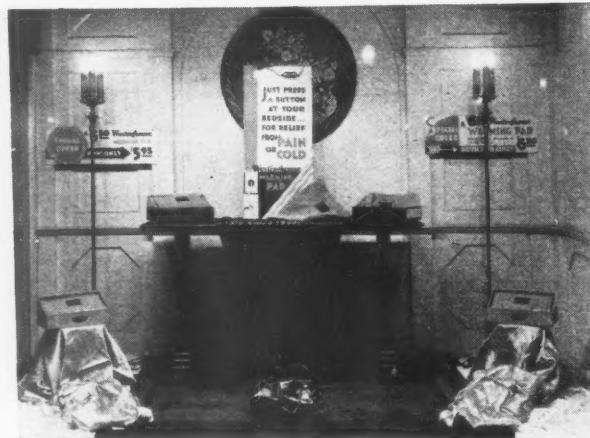
FOR EVEREADY SUNSHINE CARBONS

Lithographed in five colors, the counter display of the National Carbon Company, Inc., Cleveland, Ohio, is an effective means for stimulating the sale of carbons to owners of sunshine carbon arc lamps. The display is designed to carry an assortment of carbons to meet requirements of practically all home model carbon arc lamps. (Left)



"A BREEZE WHEN YOU PLEASE"

All the makings of a fan window are contained in the display package of the Diehl Manufacturing Company, Elizabethport, N. J. The top border of gallant ships is of crepe paper, in vivid color, as are also the two strips of "Diehl Fans." The blue-green of the water and the yellow dress of the girl together with her red scarf, offer striking contrast. The gaily-colored handkerchief in the girl's hand, waves gracefully in the breeze of the fan.



WESTINGHOUSE WARMING PAD WINDOW

As part of its warming pad campaign the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, has prepared this window display set, consisting of a centerpiece and two "Special Offer" streamers.

A REFRESHINGLY NEW IDEA— SHADE-LYTE

Visional irritation is a horrid glare caused by direct sunlight and headaches naturally follow. You can get rid of these disagreeables with the new Shade-Lyte, with its patterned glass shields arresting glare—but freely passing light. It has made thousands of homes more comfortable, livable and valuable.

BEAUTY AND PROPER LIGHTING IN THESE TWO MODELS

Combining Beauriful Shade-Lyte with the best glass, there is everything to have in the home. Soft light is always desirable. And in Beauriful Shade-Lyte, the light is diffused, diffused and the lighting effect centered sharply with more brightness and clarity than ever before in the service. The modern designs have a elegance and simplicity whatever the room. Order now and have a Shade-Lyte to compare—immediately you understand. See them here.

DEALER'S NAME HERE

Our Platform:
Better Dealers

Weather Forecast:
Fine for Selling



The Firing Line News.

New York

"For the Man at the Sales Front"

April, 1930

Steffens New Director Chicago League

Corcoran Now with J. Walter Thompson

The successor to R. Bourke Corcoran, who recently resigned from the management of the Electric Association of Chicago to join the J. Walter Thompson Advertising organization, is Ralph S. Steffens.

Mr. Steffens comes to his new position with an experience in economics and finance which should quickly adapt him to the requirements of his new connection. Mr. Corcoran officially left the association on March 10, and on that day Mr. Steffens took hold.

Mr. Steffens is a graduate of the University of Chicago with a Ph.B. degree in economics. In preparation for his master's degree he remained at the University for a time and took post-graduate work, specializing in finance. His first connection was with the Harris Trust and Savings Bank of Chicago, where he was employed in the general banking department. He then went to the Northern Trust Company in 1927 in the credit division of that organization.

Although Mr. Steffens' direct contact with the electrical industry has not been great he has a wide circle of friends and acquaintances in that industry in Chicago.

M. E. Skinner Given New Honor

M. E. Skinner of Albany, vice-president of the New York Power & Light Corporation, was elected chairman of the commercial section of the Empire State Gas and Electric Association to succeed F. M. Houston of Oneonta at the recent meeting of the organization at Rochester, N. Y. L. A. Coleman of New York, vice-president of the New York & Queens Electric Light & Power Company, was named vice-chairman.

Cameron New Sales Head for Hall Heating

PHILADELPHIA, PA.—Appointment of A. D. Cameron as vice-president in charge of sales and purchasing is announced by the Hall Electric Heating Company, 1429 Walnut Street, Philadelphia.

Rex Cole Holds Own Convention

NEW YORK, N. Y.—More than 700 public utility officials and salesmen of Rex Cole, Inc., General Electric Refrigerator distributor attended the Sealed-In-Steel Convention recently at The Commodore. Among the speakers were Gerard Swope, president General Electric Company; Matthew S. Sloan, president, The New York Edison System; Merlin H. Aylesworth, president, National Broadcasting Company; and T. K. Quinn, manager, Electric Refrigeration Department, General Electric Co.

William G. Church, Jr., Directs Silex Sales

HARTFORD, CONN.—William G. Church, Jr., Sales Manager of The Beardsley & Wolcott Mfg. Company, manufacturers of Torrid Electrical Appliances in Waterbury, Connecticut, resigned his position March 1 to become Sales Manager of The Silex Company, a subsidiary of Wolcott, Inc., of Hartford, of which Frank E. Wolcott, former Vice-President of The Beardsley & Wolcott Mfg. Company is the head.

Music on the Corners



Demonstrating truck used by Hope-Williams Electric Company, Eugene, Oregon in demonstrating the Capehart Orchestrope to prospective users. This truck is equipped with record changing device and amplifier and two large speakers which permit the instrument to be heard for many blocks.

Shown with the truck are W. H. Williams of the Hope-Williams Electric Co., and W. H. LeClair, District Manager, for the Capehart Corporation, Fort Wayne, Indiana.

Oil Burner Men Planning Biggest Show in History

71 Manufacturers to Exhibit at Chicago Show

NEW YORK—Announcing the completed program for the seventh annual convention of the American Oil Burner Association in Chicago April 7-12, Executive Secretary Harry F. Tapp reports that the oil burner show, to run concurrently with the convention, will eclipse anything ever attempted by the industry before. Thirty days before the convention 71 exhibitors had contracted for 109 booths for the display of oil burners and accessories.

The convention program allows for merchandising and engineering sessions to be held in the morning so that members will be free to attend the show in the afternoons and evenings. The program opens with a meeting of the executive committee Monday morning, April 7, followed by a meeting of the board of directors. The annual members meeting will be held Tuesday morning, at which the new board of directors will be elected. Wednesday and Thursday mornings will be given

over to merchandising sessions while the engineers will hold sway on Friday. The annual banquet to be followed by a dance is to be held Thursday night. The only speaker will be Ward Threatt of Charlotte, N. C., well known southern humorist. The convention program ends with the past president's luncheon, a new feature, on Friday afternoon following the engineering session.

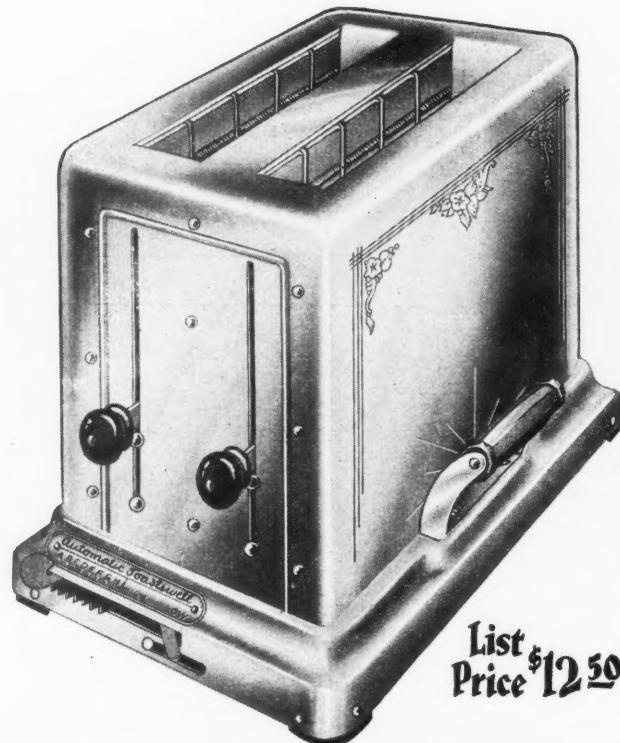
The list of speakers also is larger than for any previous convention. Among the speakers for the two merchandising sessions are C. O. Frisbie, President of the Commerce Petroleum Company; John A. Berghoff, General Manager Wayne Home Equipment Company; E. S. Brinsley, Assistant Vice-President of Commercial Investment Trust, Inc.; L. R. Boulware, General Sales Manager, Syracuse Washing Machine Corporation; Oliver P. Harris, Director Sales and Service Schools of Petroleum Heat and Power Company; S. O. Andros, Director of Sales Promotion of the Quaker Manufacturing Company; Carl E. Widney, Vice-President Kling Gibson Company; B. K. Eaton, Manager of Kleen Heet Chicago Factory Branch; and E. V. Walsh, Sales Manager of the Timken-Detroit Company. M. E. Simpson, Vice-President of Electrol Incorporated, will preside at the first merchandising session and L. A. Welch, President of Hart Oil Burner Corporation, will be chairman of the second.

T. H. Smoot, chief engineer of Fluid Heat, Inc., will preside at the engineering session. Speakers will include Chester Carr, Vice-President of E. W. Carr, Inc.; W. A. Webster, Engineering Department of May Oil Burner Corporation; H. W. Sweatt, Vice-President of Minneapolis-Honeywell Regulator Company; and Professor L. E. Seeley, of Yale.

J. J. Buchter Dies

MEDFORD, O.—John J. Buchter, merchandise manager for the California-Oregon Power Company and the Mountain States Power Company with headquarters in Medford, Ore., died in that city March 6.

*Attracts
the eye and
Invites to buy*



List
Price \$12.50

The most Beautiful of all Automatic Toasters Quick sales, Handsome Profits, Satisfaction

TWO slices toasted on all sides at the same time and quickly too—automatically.

Toasts to any degree desired and crispy too—automatically.

Simple to operate—only one lever.

Rings the bell when the toast is ready.

Keeps the toast hot until you are ready for it—automatically.

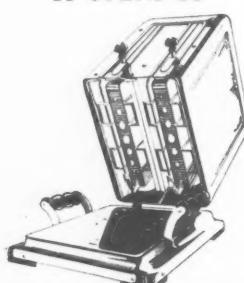
Toasts in record time and then keeps the toaster preheated for next toasting—automatically.

Economy—consumes less than 440 watts per slice toasting on both sides.

Does not cut heat off entirely—saves cost of bringing up heat.

Most toasters require 660 watts per slice, toasted on two sides.

IT OPENS UP



FOR CRUMB REMOVAL
AN EXCLUSIVE FEATURE

Consumes less than 100 watts per slice between toasting.

No other toaster offers all these automatic features.

Handsome appearance of simple design, easy to keep good looking.

Opens up for easy crumb removal—an exclusive feature.

Heavy construction and over-size parts assure a long life of pleasing service.

Colored handles and silk cords add much to this already handsome toaster.

Just as good looking in five years as it is the day it is bought—fine finishes easy to keep polished.

Lowest priced, two slice, toast on all sides automatic toaster. Check all other toasters and try to find one that offers the sales features offered in the Automatic Toastswell. Then get in your order for your requirements. Get ready for the orders that our dealer advertising is going to produce—do it at once.

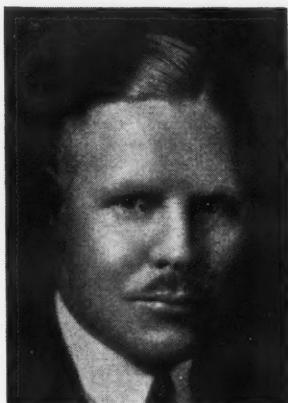
We manufacture also a complete line of
Toasters, Waffle Moulds, Heat Pads, Stoves
and Restaurant Appliances.

UTILITY ELECTRIC CO.
620-30 TOWER GROVE AVE. ST. LOUIS, MO.

Electrical Men in the Month's News



Marshall Adams, new assistant general advertising manager of the Westinghouse Electric Manufacturing Company.



M. E. Skinner, vice-president of the N. Y. Power & Light, is the new chairman of the commercial section of Empire State Gas & Electric.



John R. Reogle, recently made chief engineer of Copeland Products, Inc., Mt. Clemens, Mich. Formerly chief engineer Nizer Corporation. With Kelvinator until 1928.



Ralph Steffens, who has taken over the directorship of the Chicago Electric Association, succeeding Bourke Corcoran.

Georgia Power Still Breaking Campaign Records

Small Appliances 143 Per Cent Over Quota

ATLANTA, GA.—Having but recently completed a campaign on table appliances in which they ran 143 per cent of the quota set, the Georgia Power Company, demon merchandisers of the southern district have already sold 687 electric ranges as a starter on their World's Largest Electric Range Campaign. A quota of 3,000 ranges has been set for the activity. The present record for the sale of ranges in a single campaign is 2,904.

The terms on the new campaign are to be a \$20 trade-in allowance, \$5 down and 24 months to pay. All ranges to be sold at completely installed prices.

On the two weeks effort on waffle-irons, percolators and toasters the following results were recorded. Waffle irons: quota 1,800, sold 2,200; percolators: quota 1,350, sold 1,958; toasters: quota 529, sold 1,103.



B. F. Klein, president of the Kayline Company, Cleveland, O., has taken over the duties of the presidency of the Artistic Lighting Equipment Association.



L. L. Reading is the new vice-president of the A.L.E.A. He is also manager of the Electrical Department of Franklin Pottery, Lansdale, Pa.

Westinghouse Electric Reports Record Sales and Earnings for 1929

As shown by its annual report, which was made public March 12, the sales billed, the orders booked, and the net income of the Westinghouse Electric & Manufacturing Company for the year ending December 31, 1929, exceeded those for any previous year in the company's history.

The income account for 1929 compares as follows with that for 1928, which was also a record year:

	1929	1928
Sales Billed	\$216,364,588	\$189,050,302
Cost of sales	194,371,987	170,867,970
Net manufacturing profit	21,992,601	18,182,332
Other income	5,323,743	4,146,991
Gross income from all sources	27,316,344	22,329,323
Interest charges, etc.	253,733	1,514,383
Net income available for dividends and other purposes	27,062,611	20,814,940

The volume of unfilled orders on January 1, 1930, was \$62,025,399, a gain of approximately \$15,000,000 over last year. The total of current assets is more than six times the total of current liabilities which represent the entire indebtedness of the company. The surplus shows an increase

issue of \$30,000,000 bonds which were called for redemption on March 1, 1929.

The company now has no capital liability of any nature other than its capital stock. The number of stockholders rose to 44,088, an increase of over 9,000 during the year.

National Carbon Make Personnel Changes

Anderson To Head Miniature Lamp Division

NEW YORK, N. Y.—Several important personnel changes have recently been made by National Carbon Company, Inc., a unit of the Union Carbide and Carbon Corporation.

C. E. Anderson, formerly manager of the Kansas City branch of National Carbon Company, Inc., has been appointed manager of the Eveready Prestone and Miniature Lamp Division. Mr. Anderson will be located in the New York offices.

W. H. Haile, who has been managing the Eveready Prestone and Miniature Lamp Division, becomes manager at Kansas City and will take up his new duties there.

D. G. Raymond, manager of the Eastern Division, will become manager of the Central Division with headquarters at Chicago.

J. M. Spangler, present manager at Chicago, moves to New York to become manager of the Eastern Division.

Walter A. Jacobs, former associate engineer in the Automotive Division of the National Bureau of Standards, Department of Commerce, at Washington, D. C., where he has been engaged in anti-freeze and cooling system research, has joined National Carbon Company and will confine his activities to Eveready Prestone as a member of the general Sales Division.

Kelvinator Shipments Up

Shipments for the first five months of the Kelvinator fiscal year, the five months ending February 28, 1930, show an increase of 40% over the same period last year, according to H. W. Burritt, Vice-President in Charge of Sales of the Kelvinator Corporation, Detroit, Michigan.

Orders for future delivery exceed those on hand at the same time last year by 123%.

EXTRA PROFITS because of this extra selling point » » » » "Chromalox-equipped"

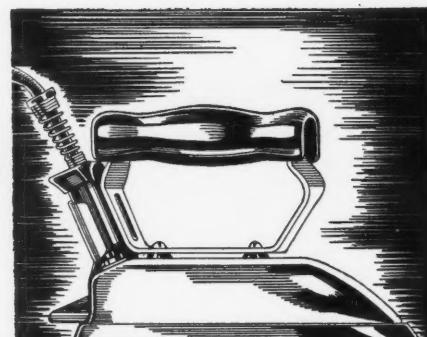
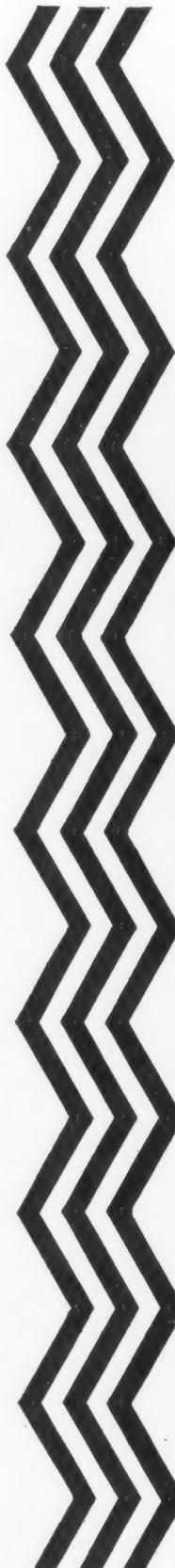
Every sale must count this year and net you a definite profit. Products must stay sold and bring people back to your store for other appliances. This is where Chromalox-equipped appliances come in and help you make more money.

Get behind products like these. Sell them because they are the kind customers want to buy. They'll do their work every time the switch is turned. They'll keep on working four and five years at a stretch . . . the same as thousands of other Chromalox-equipped products have done.

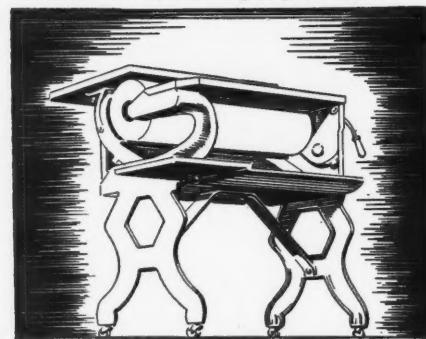
More and more manufacturers are adopting these embedded* type Chromalox elements to solve their heating unit problems. Selling their products means more money in your pocket, more repeat customers, better business all around.

If you want to get lined up on fast-selling appliances like these, drop us a note telling us what products you are most interested in. No obligation! You'll find it profitable.

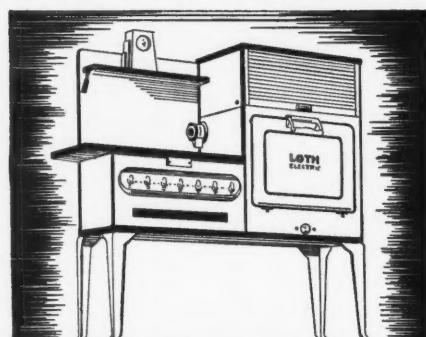
*Having the resistor embedded in refractory material under hydraulic pressure and baked at red heat.



THERM-A-HOT ELECTRIC IRON made by Knapp-Monarch Co., one of a growing line of appliances. Equipped with patented Chromalox heating unit, bound to stay sold. A good profit-maker.



DEXTER-RAINBOW ELECTRIC IRONER made by The Dexter Co. Fully automatic with new safety-control and other exclusive features. Correct ironing heat insured by durable Chromalox heating units.



LOTH ELECTRIC RANGE made by The W. J. Loth Stove Co., with three Hi-Speed Chromalox Range Units, embedded type. Metal to metal contact with cooking utensils eliminates heat losses.

CHROMALOX ELECTRIC HEATING UNITS

MANUFACTURED EXCLUSIVELY BY EDWIN L. WIEGAND CO., 7525 THOMAS BLVD., PITTSBURGH, PA.

The Rector Touch

George Rector, famous restaurateur and director of cuisine for the Chicago, Milwaukee, St. Paul & Pacific R.R., gives a demonstration of his art in a cooking class conducted by the Seattle Post-Intelligencer in the Bon Marche Store.

Electrical Exports Show Gain

\$12,724,353 Worth Shipped in January

The United States foreign trade in electrical equipment for January, 1930 amounted to \$12,724,353, a gain of \$2,006,236 compared with the same month last year, according to preliminary figures, released by the Electrical Division, Department of Commerce.

Exports of electrical refrigerators for the month of January, 1930, amounted to \$839,333, an increase of \$228,829 over the same month last year. Beginning with January 1 of this year this item was broken down into three classes, namely; electric household refrigerators, electric commercial refrigerators up to 1 ton and thermodynamic refrigerators. Electric household refrigerators account for the bulk of the refrigerator shipments and during January the United Kingdom and British India took the largest quantities of these sets, exports to these countries being valued at \$147,999 and \$137,104 respectively. Australia was next taking 400 sets valued at \$66,204 and Argentina 265 sets valued at \$40,458. Household electric refrigerators valued at \$32,005 were exports to the Union of South Africa and Venezuela took approximately \$25,000 worth.

Foreign shipments of electric washing machines amounted to \$185,913, which is an increase of \$83,149. Heretofore Canada has been the only market of any consequence, taking the bulk of such exports. However, other markets are developing and during January machines valued at \$30,933 were exported to United Kingdom while Germany purchased \$30,349 worth of such devices.

NEMA Frowns on Amended Kelly-Capper Bill

Claim It Unfair to Electrical Industry

The Kelly-Capper Bill as now amended has after careful study been disapproved by the Law Committee and the Board of Governors of the National Electrical Manufacturers Association. These bodies feel that in its present form the bill has certain objectionable features.

The original bill on maintenance of resale prices as first offered in April, 1929, was investigated and received approval of the Law Committee and the Board. Since that time the bill has been amended by the Committee on Interstate and Foreign Commerce to whom it was referred by the House of Representatives. That Committee reported on January 27, 1930, recommending the passage of the amended bill.

The reasons given for the disapproval of the amended bill by the Association's Board and Law Committee are as follows:

"1. The Kelly-Capper Bill was formally approved by the Board of Governors because it intended to provide, and did provide, for complete resale price maintenance, that is, from manufacturer to the ultimate seller to the consumer, and was concerned solely with resale price maintenance.

"The present Kelly-Capper Bill, as amended by the Committee on Interstate and Foreign Commerce, does not provide that the manufacturer can by contract enforce resale price maintenance up to the last seller to the consumer. It provides only for a contract for resale price maintenance between the

manufacturer and the first person to whom he sells. The person to whom he sells may in turn contract with his purchaser for resale price maintenance, but any seller can only contract with the purchaser from him.

"The net result of this would be in the electrical business where distribution is through jobbers and then dealers, that the manufacturer could compel the jobber to resell at a price stipulated by the manufacturer, and the jobber could compel his dealers to resell at a price stipulated by the jobber, but the manufacturer could not control the resale price which the jobber could stipulate, and the result might easily be that jobbers selling the same line of goods would stipulate different resale prices for the dealer.

"2. Section 2 of the Bill as amended is ambiguous in that it is not clear whether anyone selling for resale at retail in the same city or town must sell at the same price to every purchaser regardless of quantity.

"3. Section 2 also provides that a contract for price maintenance shall not prevent the selling at other than the stipulated price toward the end of a season of a surplus stock of goods specially adapted to that season. There is too much indefiniteness in the use of the phrases 'toward the end of the season' and 'specially adapted to that season'."

The amended bill, designated "House Calendar No. 99, H. R. 11, Report No. 536"

House Furnishers Elect New Officers

H. H. Kimball Made Director

CHICAGO, ILL.—Walter J. Vollrath president of the Polar Ware Co. Sheboygan, Wis., has been elected president of the National House Furnishing Manufacturers Association, succeeding Stan L. Hanson of the Hanson Scale Co., Chicago, for the ensuing year. Mr. Vollrath has been vice-president of the association.

At the annual meeting of the Association, H. H. Kimball of the Landers Frary & Clark, and E. M. Grable of the Aluminum Cooking Utensil Co., were elected directors, succeeding Stan L. Hanson, retiring president and director, and W. F. Mellen, Wagner Mfg. Co., retiring director. Mr. Kimball was elected Vice-President, W. H. Doherty, of the Queen Mfg. Co., was re-elected Treasurer, and Warren Edwards, House Furnishing Review Secretary.

The 1931 convention will also be held in Chicago, it was reported.

Hammond Clock Company Buys New Plant

CHICAGO, ILL.—To make room for further development and expansion, a four-story with basement factory building was recently purchased by The Hammond Clock Company, Chicago, manufacturers of synchronous electric clocks at a reported estimate of \$300,000.00.

This building, erected in 1924, is thoroughly modern. It is heated by oil burning boilers and is designed to give a maximum of daylight. The total floor area exceeds 80,000 square feet which will allow for the increasing number of production units.

New Wholesale Jobbing House

A newcomer in the general merchandising field is Associated Industries, Inc., of Chicago, a wholesale jobbing house, which will distribute a wide range of merchandise, including electric appliances, refrigerators, washing machines, radios and ranges. The general offices, warehouse and salesrooms are located at 1222 S. Michigan Avenue, Chicago, Ill.

Cleveland League Moves into Larger Quarters

Will Have 8,000 Feet in New Builder's Exchange

CLEVELAND, O.—The Cleveland Electric League, in order to expand and improve its service to the community, has moved recently from the Statler Building to the 18th floor of the New Builder's Exchange Building in the Terminal Group, according to J. E. North, president.

Here they will have more than 8,000 feet of floor space in which to stage their exhibit of "everything electrical for the home." The lease for five years will cost the league a total rental of \$100,000, it is reported.

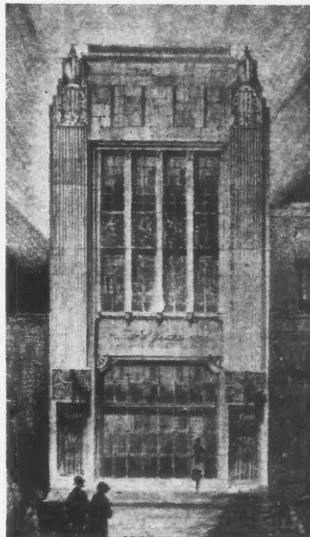
Most important, says "Jack" North, is the fact that through this new move the league will be in close touch with all the affiliated building industries in Cleveland.

The league held its annual election of officers recently. North was elected president for his seventh term; Wilbur D. Davis, manager of the electrical and house-furnishings department of Halle Bros. was made vice-president, and Harry Hutchison, president of Davis, Hunt Collister Company, secretary-treasurer.

Bodge to Supervise New England Power Sales

Harold H. Bodge, whose appointment as commercial manager of the Fall River (Mass.) Electric Light Company was recently noted, has been transferred to the Boston office of the parent company, the New England Power Association. In his new position he will be occupied in co-ordinating the sales activities.

Class



The recently built home of W. H. Jenks, contractor-dealer, Richmond, Va., is one of the most beautiful buildings in town.

New Jobs

Robbins & Myers Sales, Incorporated, announce the appointment of **Ralph W. Wheeler** as sales manager of their Automatic Devices Division, formerly known as the Frenchflake Corn Popper Division, of which William D. Root was sales manager until the time of his recent resignation.

Harper Meggee, Inc., distributor of Copeland refrigerators in the Pacific Northwest, has opened a new branch office at ninth and Everett Sts., in Portland, Ore., with **Thomas J. Tobin** as branch manager.

The Delta Star Electric Company, Chicago, Illinois, announce the opening of their New England district office in the Statler Building, Boston. **H. A. Squires**, formerly district manager of the Jeffery-Dewitt Insulator Company and the Champion Switch Company, is in charge.

R. O. Morrison has joined the staff of the Jarvis Electric Company, Ltd., Robson and Granville Sts., Vancouver, B. C., as sales manager of the refrigerator section of the company's activities. This firm is the distributor in British Columbia for Kelvinator refrigeration system.

Rawson Collier, who has been identified with engineering and public utility organizations for thirty years, has been named manager of the newly opened Atlanta office of the Hall Electric Heating Company, Inc., an associate of the General Electric Company, according to an announcement made today at the general offices of the Hall company in Philadelphia.

George A. Hill, formerly a local resident engineer with the Curtis Lighting Company in Los Angeles, has joined the Electric Corporation in that city as lighting specialist.

H. W. Kadell, formerly of National Carbon Company's Research Laboratory in Cleveland, has been transferred to the Eveready Raytheon Tube Division of National Carbon Company headquarters in New York City, attached as sales engineer in the Eveready Raytheon Tube Division of the general sales department.

The appointment of **Paul K. Samuels** as New England sales representative of the Pilot Radio & Tube Corporation is announced by Charles Gilbert, vice-president in charge of merchandising.

M. C. Steffen, has become Manager of the Cincinnati office of Cutler-Hammer, Inc., manufacturers of electric control apparatus, with headquarters at Milwaukee, Wis. Mr. Steffen takes the place of R. I. Maujer, who has resigned.

Manning-Bowman Company has established a new sales representative in the Northwest

"Electrical Age" Reflected in Census Questionnaire

That this is an electrical age can be amply substantiated by lengthy questionnaire covering the manufacture of electrical machinery and apparatus being used in the current biennial census of manufacturers by the Bureau of the Census.

The questionnaire has 14 pages of inquiries, although a four-page questionnaire serves for many of the manufacturing industries. For the products of the electrical industry 35 headings are required, and each is followed by a multiplicity of inquiries covering everything electric from generating apparatus to door bells and from electrotherapeutic and electro-medical instruments to waffle irons.

Like industrial and commercial establishments, the modern household is now filled with electrical appliances. Those for which data are collected in the manufacturers' census include vacuum cleaners, washing machines, electric refrigerators, electric clocks, air heaters, disc stoves, domestic ranges, flatirons, grills, heating pads, percolators, waffle irons, toasters, water heaters, immersion heaters, electric fireless cookers, ironing machines, lamps, radio and radio accessories, and curling irons.

states in the person of **C. R. Musladin**, for sixteen years with Alexander & Lavenson, San Francisco, where he held the position of sales manager.

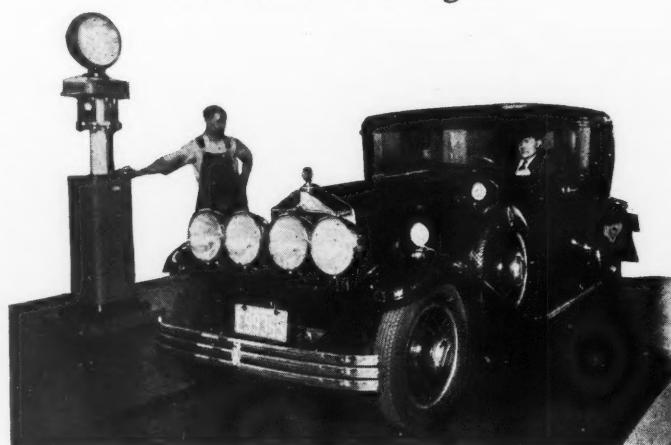
Further progress in the May Oil Burner Corporation's program for world-wide distribution has recently been made by the appointment of **M. E. Blier** as the Corporation's representative in South America.

James H. Hughes has opened an office at 67 West 44th Street, New York, Room 2005 and will represent out-of-town manufacturers of electrical goods.

Silvray Lighting, Inc., 53 West 14th Street, New York, announces the addition to its New York sales staff of **E. S. Bruce** and **L. W. Lyons**. Mr. Bruce is well known throughout the lamp industry, having formerly been associated with the Viking Products Corp. in New York and prior to that being associated with the General Electric Company.

Wagner Electric Corporation of St. Louis, Missouri, announces the transfer of **P. Loyd Lewis** from the management of the Kansas City branch office to the home sales office, where he has been placed in charge of the Merchandising Division. In recognition of his activity in Kansas City, the Electric and Radio Association, Kansas City, of which he is a past president, made him an honorary member for life.

For Those Dark Nights



The Westinghouse Lamp Company, Bloomfield, N. J., has just taken delivery of a Willys-Knight Great Six specially fitted with almost every type of motor car lighting device which will be used in research and development work for better car lighting.

Brazier Heads Denver Division G-E Supply Corp.

DENVER, COLO.—**E. E. Brazier**, who for the past ten years has been sales manager of the General Electric Supply Corporation at Salt Lake City, has been promoted to the position of division manager for that company at Denver, Colo. He succeeds John J. Cooper, who has resigned to become manager of the Intermountain division of the Hurley Machine Company.

W. O. Smith will succeed Mr. Brazier as sales manager at Salt Lake City. Mr. Smith formerly held the position of regional specialist in the General Electric merchandise department, with headquarters at Salt Lake City.

J. Harry Christensen of Salt Lake City has been made service manager of the Denver division of the General Electric Supply Corporation, succeeding Lester B. Johnson, who has resigned.

Sparklets Makes Number of Changes

At one time Rochester Branch Manager for the Robertson-Cataract Electric Company, Buffalo, and later with Wheeler-Green Electric Co., Rochester, **Walter G. Reddy** will act in the capacity of Divisional Sales Manager of Sparklets for the State of New York, excluding the New York City Metropolitan area. He will make his headquarters in Rochester.

L. L. Kelsey has been made divisional sales manager for Chicago.

W. F. Kappey, formerly manager, Refrigerator Division, Laclede Gas Company, St. Louis, is now associated with **A. H. Leu**, divisional sales manager.

Charles F. Goodrich, formerly Assistant Sales Manager for the Reynolite Division, Reynolds Spring Co., Jackson, Mich., has also joined the sales organization.

SHOWS and CONVENTIONS Coming

Amer. Oil Burner Assn. Annual Meeting	Chicago, Ill. April 7-12
Nat'l Elec'l Wholesalers Assn. Spring Meeting	Hot Springs, May 26-30 Va.
Nat'l Elec'l Mfrs. Assn. Spring Meeting	Hot Springs, May 19-23 Va.
Westinghouse Agent-Jobbers' Assn., Annual Meeting	Hot Springs, May 26-31 Va.
N.E.L.A.—Southeastern Division Annual Meeting	Augusta, Ga. April 15-17
National Electric Light Assn. Annual Convention	San Francisco, June 16-20 Cal.
N.E.L.A.—Michigan Section Annual Convention	Mackinac Island, Mich. July 1-3
N.E.L.A.—Middle West Geo- graphic Section Annual Meeting	Des Moines, April 23-25 Ia.
N.E.L.A.—Southwestern Geo- graphic Division Annual Meeting	Hot Springs, May 6-9 Ark.
Nat'l Assn. of Manufacturers of Heating and Cooking Appliances Annual Meeting	New York, N. Y. May 15-16